

ISSN 2047-2854 (On-line)



THE BUSINESS & MANAGEMENT REVIEW

Volume 17 Number 3 August 2026



www.cberuk.com



**15th International Conference on Restructuring of the Global Economy
(ROGE)-Promoting Sustainability, University of Oxford, UK**

10-11 August 2026

Hosted by
Centre for Business & Economic Research (CBER), UK
&
Faculty of Commerce & Business Administration, Future University in Egypt

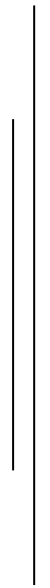
ABSTRACT PROCEEDINGS

Method - Integrity - Camaraderie

www.cberuk.com

The Business and Management Review

Volume 17 Number 3 August 2026



Abstract Proceedings

The Abstract Proceedings is approved for listing in ProQuest
of Refereed Publications

www.cberuk.com

Mission Statement
Centre for Business & Economic Research (CBER)

The Centre for Business and Economic Research (CBER) works assiduously to contribute to progress and prosperity through research and managerial excellence. CBER strives to be an important knowledge conduit via its academic journals, international conferences and bespoke consultancy and training services.

The Business & Management Review (BMR) is the official conference proceedings of the Centre for Business & Economic Research (CBER) the Editors, the Conference Chairs, member of the conference committee and Editorial Advisory Board is not responsible for authors expressed opinions, views, and the contents of the published manuscripts in the proceedings. The originality, proofreading of manuscripts and errors are the sole responsibility of the individual authors. All manuscripts/abstracts/extended abstracts submitted to the conference for review go under blind reviews for authenticity, ethical issues, and useful contributions. All accepted papers are included in the official conference proceedings titled "The Business & Management Review".

CBER reserves the right to add, amend, modify, or delete its rules, policies, and procedures affecting its relationship with contributors as deemed necessary by the administration. Any such amendment, modification, addition, or deletion shall not be Reconsidered a violation of the relationship between CBER and contributors.

ROGE-2026 CONFERENCE COMMITTEE MEMBERS

Conference Honorary President

- **Prof. Ebada Sarhan**, President, Future University in Egypt

Conference Chairs

- **Dr. Palto Datta**, Scholarship Lead and Senior Lecturer, School of Business. Regent College London and Centre for Business & Economic Research, UK
- **Prof. Hany ElShamy**, Professor of Economics, Dean of Faculty of Commerce and Business Administration, Future University in Egypt

Chair, Fellowship Evaluation Committee

- **Prof. (Dr.) David Graves**, Centre for the Study of Organised Crime, UK; University of Buckinghamshire, UK

Conference Project Director

- **Dr B.R. Chakraborty**, London College of Contemporary Arts (LCCA) & Centre for Business & Economic Research (CBER), UK

Conference Committee

- **Prof. Warren Mathews**, University of Maryland, USA
- **Prof. Ahmed Salama**, Vice Dean for Education and Students Affairs, Faculty of Commerce and Business Administration, Future University in Egypt
- **Dr. Heba Abdelwahab**, Vice Dean for Postgraduate Studies and Research, Faculty of Commerce and Business Administration, Future University in Egypt
- **Prof. Srinivasan Sampalli**, Dalhousie University, Canada
- **Prof. (Dr.) Deepraj Mukherjee**, Kent State University, USA
- **Prof. (Dr.) Gairik Das**, Review Editor, IISWBM, Kolkata, India
- **Dr Justin H Beneke**, University of Winchester, UK
- **Dr Abdul Rahim Soomro**, Centre for Business & Economic Research, UK
- **Prof. Chris Bellamy**, Professor Emeritus, University of Greenwich, UK
- **Dr. Jo-Ann Rolle**, Former Dean, Medgar Evers College of City University of New York
- **Prof. Malgorzata Magdalena Hybka**, Poznań University of Economics and Business, Poland
- **Prof. (Dr.) Juan Carlos Botello**, Universidad Popular Autónoma del Estado de Puebla, Mexico
- **Prof. R. Srinivasan**, JBIMS, University of Mumbai, India
- **Dr Rachel English**, School of Business, University of Leicester, UK
- **Prof. Dina Kreema**, Accounting Department Head, Faculty of Commerce and Business Administration, Future University in Egypt
- **Dr. Sahar Nagaty**, Business Administration Department Acting Head, Faculty of Commerce and Business Administration, Future University in Egypt
- **Dr. Hesham Elmasry**, Management Information Systems Department Acting Head, Faculty of Commerce and Business Administration, Future University in Egypt
- **Dr. Mike Wagner**, Director, Master of Arts in Human Resources Program, Carl H. Lindner College of Business, University of Cincinnati, USA
- **Prof. Oliver Takawira**, Department of Finance & Investments, School of Management CBE, University of Johannesburg, South Africa
- **Prof. Sarat C. Das**, Director (Research), C3S Business School, Barcelona, Spain & Director, Aspire Business School, Spain
- **Dr. Sajjad Ahmad Afridi**, Hazara University, Mansehra, Pakistan

ROGE-2026 Editorial Advisory Board

- **Prof. Marianne Lewis**, Dean, Lindner College of Business, University of Cincinnati, USA
- **Prof. Lourdes Casanova**, Director of the Emerging Markets Institute, S.C. Johnson School of Management, Cornell University, USA
- **Prof. Alan Parkinson**, Director of Studies and Deputy Director (Education), School of Management, University College London,
- **Prof. Atish Prosad Mondal**, St. Xavier's College (Autonomous) Kolkata, India
- **Prof. Rodney Oudan**, Worcester State University in Massachusetts, USA
- **Rear Admiral M Khaled Iqbal (Retired)**, Bangladesh Navy, Former Vice Chancellor, Bangladesh Maritime University, Bangladesh
- **Dr. Emmanuel Attah Kumah Amponsah**, Ghana Communication Technology University, Ghana
- **Prof. Wincenty Kulpa**, University of Rzeszów, Poland
- **Prof. Rahul Gupta Choudhury**, IFIM Business School, Bangalore, India
- **Prof. Huseynova Khatira**, The Academy of Public Administration under the President of the Republic of Azerbaijan, Azerbaijan
- **Prof. (Dr)Padmakali Banerjee**, FRSA, Director General, KIIT, India; Former Vice Chancellor, IILM University Gurugram, India
- **Dr Edyta Gheribi**, University of Lodz, Poland
- **Pro. (Dr) A. J Stagliano**, Department of Accounting, Erivan K. Haub School of Business, Saint Joseph's University, USA
- **Dr Rishiram Aryal**, FHEA, Senior Lecturer, School of Business and Law, Regent College London
- **Dr Seugnet Bronkhorst**, College of Business & Economics, University of Johannesburg, South Africa
- **Dr Bushra Usman**, Forman Christian College (Chartered University), Pakistan

Co-Sponsors & strategic partners



Centre for Business & Economic Research (CBER) was founded in London in 2006 with the aim of inspiring, recognizing, and supporting excellence in Business and Economic research. Currently, the Centre has three main areas of endeavour: organizing an annual cycle of international academic conferences, producing academic journals, and offering bespoke consultancy projects both in the United Kingdom and further afield. CBER works assiduously to facilitate international collaboration, providing an independent and credible source of advice, as well as contributing to academic debate and research. The Centre is fortunate to have a truly international following and is committed to encouraging knowledge sharing, foresight planning and greater interaction between academics, policymakers, thought leaders and those engaged in diverse commercial activities. Through both its researchers and a network of specialists internationally it is well placed to provide targeted consultancy work aimed at providing fresh insight and understanding that is underpinned by credible research methods and a thorough and objective approach.



Future University in Egypt (FUE) was founded in 2006, by the Presidential Decree 254/2006 according to law number 101/1992 and executive regulations 219/2002, Future University in Egypt is a leading private university strategically located in the heart of new Cairo. FUE is dedicated to excellence in teaching, research & service. FUE is an educational institute committed to distinction, innovation and quality standards. FUE's priority is to stay abreast with the national, regional and international changes taking place in the interrelated fields of education, scientific research and community development, while consolidating values and professional ethics. All of the University's six faculties are fully accredited by the Supreme Council of Universities.

Future University in Egypt has achieved remarkable recognition in the QS World University Rankings 2025, issued by the Quacquarelli Symonds (QS) Foundation on June 4, 2024. According to QS World University Rankings, FUE has been ranked 901-950 globally in 2025 ranking and the top of private Universities in Egypt.

FUE Vision

To pursue an advanced worldwide ranking among universities

FUE Mission

Future University in Egypt (FUE) is an educational institute committed to distinction, innovation, and quality standards. FUE's priority is to stay abreast with the national, regional, and international changes taking place in the interrelated fields of education, scientific research, and community development,

WEBSITE: www.fue.edu.eg



Future University in Egypt (FUE) was founded in 2006, by the Presidential Decree 254/2006 according to law number 101/1992 and executive regulations 219/2002, Future University in Egypt is a leading private university strategically located in the heart of new Cairo. FUE is dedicated to excellence in teaching, research & service. FUE is an educational institute committed to distinction, innovation and quality standards. FUE's priority is to stay abreast with the national, regional and international changes taking place in the interrelated fields of education, scientific research and community development, while consolidating values and professional ethics. All of the University's six faculties are fully accredited by the Supreme Council of Universities.

Future University in Egypt has achieved remarkable recognition in the QS World University Rankings 2025, issued by the Quacquarelli Symonds (QS) Foundation on June 4, 2024. According to QS World University Rankings, FUE has been ranked 901-950 globally in 2025 ranking and the top of private Universities in Egypt.

FUE Vision

To pursue an advanced worldwide ranking among universities

FUE Mission

Future University in Egypt (FUE) is an educational institute committed to distinction, innovation, and quality standards. FUE's priority is to stay abreast with the national, regional, and international changes taking place in the interrelated fields of education, scientific research, and community development,

WEBSITE: www.fue.edu.eg

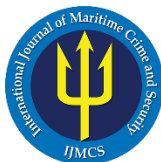


Intergenerational Workforce Economist

Helping organizations navigate the human side of AI adoption through research, executive strategy, and intergenerational workforce alignment.

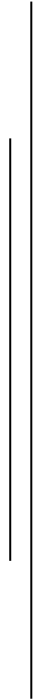


The JBRMR is a scholarly and refereed journal that provides an authoritative source of information for scholars, academicians, and professionals in the fields of business and retail management. The objectives of the JBRMR are to attract and publish theoretical, conceptual, and empirical manuscripts from academics and professionals from all disciplines regarding a wide range of contemporary issues in business and retail management. The aims of the journal are to disseminate knowledge; provide a learned reference in the field; and facilitate communication between academic and research experts, and executives.



The International Journal of Maritime Crime and Security (IJMCS) is the first high-quality multi/interdisciplinary journal devoted to the newly identified field and academic discipline of maritime security and the study of maritime crime. The latter has been neglected, as the scientific study of crime has remained essentially landlocked. The Journal covers the following broadly constructed and interpreted disciplines as they relate to maritime security: economics, environmental studies, global governance studies, anthropological and cultural studies, human factors and psychology, security, criminology and crime science, cyber security, international and national law (Maritime Law, Law of the Sea and National Jurisdictions), political and policy perspectives, strategic security and war studies, naval and maritime history as they relate to current issues, maritime crime, including cyber-crime, fraud, piracy and armed robbery at sea, Illegal, Unregulated and Unreported (IUU) Fishing, smuggling, people trafficking, illegal immigration, stowaways and pollution, disaster management and resilience at sea and in littoral areas. 'Maritime Security' includes the port facility, offshore platform, and undersea resource extraction security – not just ships

ABSTRACT PROCEEDINGS
THE BUSINESS & MANAGEMENT REVIEW
ISSN 2047-2862 (ONLINE)



A statement about open access

*The official Abstract proceedings of the Centre for Business & Economic Research (CBER) are open access publication which means that all content is freely available without charge to the user or his/her institution. Users are allowed to read, download, copy, distribute, print, search, or link to the full texts/abstracts of the articles in this proceeding without asking prior permission from the publisher or the author. **CBER** is committed to publishing all full text articles /abstracts accepted for the conference online for immediate open access to readers and there is no charge to download articles and editorial comments for their own scholarly use.*

Exploring sustainable funding mechanisms for islamic microfinance in Sri Lanka

Mohamed Bishrul Rifath

Ashurov Sharofiddin

Bouhedda Ghalia

International Islamic University Malaysia

Alija Avdukic

University of Dundee, United Kingdom

Keywords

Financial inclusion, Islamic microfinance, Islamic social finance, Sri Lanka, sustainable funding.

Abstract

Islamic microfinance has emerged as an alternative to conventional microfinance, contributing to poverty alleviation and financial inclusion in low-income and financially underserved communities. In Sri Lanka, Islamic microfinance institutions (IMFIs) provide Shariah-compliant financial services to Muslim communities; however, their institutional growth and developmental impact remain constrained by limited funding sources, regulatory uncertainty, weak corporate and Shari'ah governance, limited institutional capacity, and insufficient product diversification. Focusing on sustainable fund mobilization, this study examines existing funding mechanisms, the challenges affecting their long-term sustainability, and relevant lessons from selected international Islamic microfinance models. This study adopted a qualitative research design. Primary data were collected through semi-structured interviews with representatives of seven Islamic microfinance providers in Sri Lanka and were analyzed thematically using ATLAS.ti. Secondary data from academic literature, institutional documents, and selected experiences from Malaysia, Indonesia, and Pakistan were comparatively analyzed. The findings identified four principal funding mechanisms: community-based funding, savings- and deposit-based funds, Islamic investment-based funding, and donor-supported, revolving funds. Although these mechanisms have enabled IMFIs to establish and maintain their operations, their fragmented and localized nature limits their scalability, outreach, product development, and institutional resilience. The findings further indicate that sustainable Islamic microfinance requires diversified funding sources, institutional collaboration, effective fund segregation, professional governance, and formal Shari'ah supervision. Drawing on the empirical findings and international lessons, this study proposes a Hybrid Sustainable Funding Framework that balances the business mission of institutional sustainability, financial viability, and operational growth with the social mission of financial inclusion, poverty alleviation, and community development. The framework integrates community resources, Islamic investment capital, donor support, Islamic social finance instruments, including zakāt, sadaqah, cash waqf, and qard al-hasan, and partnerships with Islamic financial and development institutions. It offers a context-sensitive approach to strengthen the sustainability, outreach, and developmental contributions of Islamic microfinance institutions in Sri Lanka.

Intergenerational continuity of family businesses under crisis conditions: Insights from the Yemen case study

Dawood Abdul Malik Yahya Al Hidabi
International Islamic University Malaysia

Keywords

Family business sustainability, family governance, intergenerational succession, Islamic business ethics, Yemen.

Abstract

Family-owned enterprises constitute the dominant organizational form in the Middle East and play a critical role in economic continuity, particularly in contexts marked by institutional fragility and conflict. However, empirical evidence on how formalized family governance, value-based succession planning, and embedded social responsibility contribute to sustainability in such environments remains limited, especially in low-income and conflict-affected economies, where informal institutions often substitute for weak state structures. This study examines how a Yemeni family-owned enterprise sustained organizational continuity and intergenerational cohesion during prolonged crises. Adopting a qualitative case study approach, this research draws on in-depth document analysis and narrative reconstruction of governance practices surrounding the development and implementation of a comprehensive family constitution established before the founder's death. The findings demonstrate that constitutionally codified governance arrangements, merit-based leadership succession, and clearly defined ownership and decision-making structures enable smooth leadership transition, role clarity, and managerial stability. Additionally, the institutionalization of social responsibility through a family foundation, funded beyond obligatory zakat (almsgiving) contributions, reinforced collective commitment and intra-family harmony in the study area. Despite Yemen's ongoing political and economic instability, the enterprise has exhibited sustained performance and resilience. The study concludes that coherent family governance frameworks, Shariah-compliant inheritance mechanisms, and faith-informed social responsibility practices can serve as stabilizing forces for family enterprises operating in fragile institutional contexts, thereby extending the family business sustainability literature to conflict-affected settings.

Effect of gender diversity and tenure on ESG performance: Evidence from developing economies

Angela Ifeanyi Ujunwa
Lecturer in Accounting and Finance
Teesside University, Middlesbrough, United Kingdom

Augustine Ujunwa
Global Banking School Leeds – United Kingdom

Keywords

Corporate Governance, Environmental Social and Governance Performance, Gender Diversity, and Generalised Method of Moments.

Abstract

This study examines the effect of gender diversity and tenure on environmental, social and governance (ESG) performance on non-financial firms in Nigeria. The static and dynamic GMM techniques are applied to investigate the effect of gender diversity and tenure on ESG performance, using data from quoted firms on the Nigerian Stock Exchange from 2014 to 2023. The empirical results reveal that gender diversity is a significant positive predictor of ESG performance in Nigeria. The result further reveals that longer-tenure (interactive effect of tenure on gender) of female board

members improves the positive effect of gender diversity on ESG performance. The study brings to the fore, the importance of exploring other governance features that enhance gender effectiveness in corporate boards such as long tenure (above 4 years) in exploring the gender diversity and ESG performance debate. The findings of the study illustrate how the complex web of interconnected barriers and absence of explicit quota-based gender representation initiatives may breed female director that successfully break the glass ceiling by becoming extremely competent, independent, and strategic resource to the organisation in enhancing ESG performance. This study represents one of the few novel efforts in understanding of the moderating role of tenure on the gender diversity and ESG performance debate from developing economies perspective using Nigeria as a case study.

The role of green finance and technology in reducing environmental pollution: A panel ARDL analysis of South Asia

Muhammad Asif Shamim

Mohammad Omar

Salim Habib University, Karachi, Pakistan

Mohammad Harith Amlus

University of Malaysia Perlis, Kangar, Malaysia

Keywords

Green Finance, Green Technology Innovation, Environmentally Friendly Investment, Environmental Pollution, Panel Auto Regressive Distribution Lag (ARDL), Human Development Index

Abstract

The study focuses on measuring the impact of green finance, green technology innovation, and environmentally friendly investments on environmental pollution. The data was collected from the seven countries; Pakistan, Bhutan, India, Bangladesh, Sri Lanka, Nepal, and the Maldives, comprising records between 2000 to 2022. Carbon emission (CO₂) has been used as a proxy for environmental pollution while percentages of Gross National Income (GNI) and Natural Resource Depletion (NR) have been used. Other variables include Human Development Index (HDI), GDP per Capita, and Population Growth. Panel Auto Regressive Distribution Lag (ARDL) with three key parameters, mean group (MG), pooled mean group (PMG), and Dynamic Fixed Effects (DFE) have applied in the study to analyze its short and long-term relationships. Panel Root Tests were used to ensure robustness while verifying stationarity. The most appropriate estimator was selected using the Hausman test. Results indicate that Environmental-Friendly Investments, Green Finance, and Green Technology Innovations has a significant effect on carbon emission in the atmosphere. The outcomes of this research show that green finance and technology contributed to addressing environmental challenges in developing countries. Therefore, they help in mitigating climatic challenges and ensuring sustainable development.

Silicon to agriculture: Will AI grid demands redefine the energy-biofuel-food price nexus?

Caner Ozdurak

İstanbul Nişantaşı University, Türkiye

Merve Alagoz

Pension Monitoring Center, İstanbul, Turkey

Keywords

Energy-agriculture nexus; multivariate multiplicative volatility; born (Maize) prices; biofuels (Ethanol and Biodiesel)

Abstract

This paper investigates the dynamic linkages and volatility transmission among global food prices, biofuel commodity prices, and crude oil prices, with a focus on the profound disruptions caused by the COVID-19 pandemic. While interdependencies between energy and agricultural markets are well-studied, the specific role of biofuels as a transmission channel and the exacerbating effects of the crisis remain underexplored, especially through a robust multivariate volatility framework. Utilizing AVECM-CCC-GARCH models, this study captures both mean and conditional variance dynamics, allowing for the examination of asymmetric news impacts and volatility spillovers. The analysis employs a comprehensive dataset including the FAO Food Price Index, key biofuel, ethanol, biodiesel, and crude oil prices (Brent and WTI), alongside proxies for the pandemic's severity. The research hypothesizes that the COVID-19 pandemic significantly amplified the volatility and strengthened the price transmission channels. We expect to find increased co-movement and volatility spillovers, reflecting reduced demand for transport fuels, agricultural supply chain disruptions, and shifting biofuel production incentives. The TARCH component will discern if negative news (e.g., sharp drops in oil demand) had a disproportionately larger impact on volatility than positive news. By providing a nuanced understanding of these complex interdependencies, this study offers valuable insights for policymakers addressing food security, energy transition strategies, and macroeconomic stability in the post-pandemic world, particularly concerning the strategic role of biofuels

Reducing the economic burden of MSK injuries: strategies that can enhance community health and diminish wasteful national healthcare expenditures

A. J. Stagliano

Saint Joseph's University, USA

Angela P. Stagliano

Charleston Southern University, USA

Keywords

Musculoskeletal Injuries; Economic Burden; Community Health; Healthcare Expenditure; Injury Prevention

Abstract

A growing global economic challenge that has profound financial implications for national healthcare systems and labor-force productivity is created by musculoskeletal (MSK) injuries. In the United States alone, MSK conditions produce over 200 billion USD annually in direct healthcare costs and result in nearly 275 million lost workdays each year. These are significant non-productive drains

on the national macroeconomic regime. As well, a large diversion of medical resources away from other, more pressing, public health needs is created. MSK injuries not only impair individual health and quality of life, but also impose substantial costs on employers, insurers, and the broader economy through reduced workforce productivity, increased disability claims, and heightened medical expenses.

Investing in preventive services – such as workplace ergonomic modifications, early screening, and targeted education – has been demonstrated to deliver considerable economic benefits. For example, ergonomic interventions can reduce injury incidence by as much as 60 percent, leading to a substantial reduction in treatment costs and productivity losses. Similarly, early-onset and consistent physical therapy has been shown to lower overall treatment expenses by 20 to 30 percent, reduce reliance on expensive invasive medical procedures, and accelerate return-to-work timelines – all of which result in significant cost savings at the societal level.

Lifestyle modifications, including increased physical activity, weight management, and stress reduction, can contribute to economic efficiency by reducing the risks and costs associated with chronic MSK conditions. Evidence indicates that regular exercise can drive down the incidence of such conditions by as much as 40 percent; this translates directly into lower healthcare utilization and disability-related costs. Community-based wellness programs that promote these behaviors often lead to a 20 to 25 percent reduction in injury incidence, thereby amplifying the economic savings and enhancing workforce stability with implementation of these activities.

Taken together, strategies such as these have the potential to reduce the total annual economic burden – estimated at more than 300 billion USD in the United States – by preventing injuries and reducing associated costs. Prioritizing investment in preventive services, physical therapy, and lifestyle interventions is essential for dampening the economic impact of MSK injuries and fostering a more productive population.

Digital technology, healthcare delivery, and patient satisfaction: The moderating effect of innovation technology on the Ghanaian health sector

Joseph Lanton Adjei Mensah,
Charity Adomako
Timothy Kingsford Addo
Annie-Ruth Woode
John Jasper Essuman
Pentecost University, Ghana

Keywords

Block Chain, Artificial intelligence, Patient, Robotics, Healthcare, humanoid, and Digital services

Abstract

Though there has been increased development of health delivery in the health sector across the world, nevertheless, there is little indication of how this has improved patient satisfaction in Ghanaian health services. The improvement of health services hinges on easy retrieval of patient records, and the ability of the health professional to study the history of the patient over some time, and how they are responding to medication: This requires the improvement of digital technology such as the blockchain system, which allow users to follow the thread of information. Artificial Intelligence heavily depends on the mining of data to be effective, and so is health care services. There have been many interventions by the Ghanaian Government to improve the health service through digital technology, such as creating centralized healthcare data systems and the blockchain system. However, measuring the level of this introduction on patient satisfaction is yet to be studied. This research tries to identify how this satisfaction is realized based on the healthcare personnel who have direct contact with the patients. The research findings indicate that the healthcare service has greatly improved with the

introduction of digital services in both private and public health services, and it significantly impacts patient and doctor relationships. In addition, the research finding indicates that some barriers need to be addressed with to facilitate the introduction of these new digital technology. The research recommends that the government need focus on the improvement of the digitization of health services, and facilitate the replacement of out dated systems in the health care services.

The participation paradox: Empirical evidence on islamic participatory financing and bank performance in post-2020 Algeria

Rached Lamraoui Boudoukha
International Islamic University, Malaysia

Keywords

Islamic participatory financing; Musharakah; Mudarabah; bank performance; Algeria; Islamic banking; Profit-and-Loss Sharing; Murabaha-bias;

Abstract

This study examines the efficacy of Islamic participatory financing, specifically Musharakah and Mudarabah, in enhancing the performance of Algerian banks after the implementation of the Bank of Algeria Regulation No. 20-02. Despite the formal institutionalization of the sector, Islamic banking in Algeria continues to be dominated by debt-based instruments such as Murabaha, resulting in a structural imbalance that this study analyzes using a dual-methodological approach. Employing a balanced panel dataset from 2020 to 2025, this study assesses quantitative financial ratios, including Return on Assets (ROA), Return on Equity (ROE), and Non-Performing Financing (NPF), alongside qualitative regulatory evaluations of institutions such as Al Baraka Bank and the Islamic windows of the National Bank of Algeria (BNA). The findings reveal a "Participation Paradox": while participatory modes are associated with improved long-term operational efficiency and enhanced financial inclusion, they concurrently introduce significantly higher credit and operational risk profiles than debt-based alternatives. The empirical results indicate that although Regulation 20-02 effectively stimulated deposit growth and market entry for public banks, a persistent "Murabaha-bias" remains. This bias is driven by institutional risk aversion, high agency costs, and the absence of specialized Shariah audit frameworks. Ultimately, this study concludes that the transition toward a Profit-and-Loss Sharing (PLS) model is impeded by the lack of a secondary market and specific tax incentives. This study provides a critical strategic roadmap for Algerian policymakers by offering a framework to balance participatory risk with institutional stability in the North African context.

Psychological mechanisms leading to rebound purchase decisions after political tensions ease: from boycott to buyback

Tareq Nael Hashem
Tahreer M. Abu Hmeidan
Applied Science Private University, Jordan

Keywords

Boycott, Conflict Resolution, Dissonance Reduction, Emotional Reconciliation and Social Proof Normalization, Politics

Abstract

This paper has explored the psychological processes of rebound purchase behavior after the de-escalation of the political situations, and the target consumers were a group of consumers in Jordan. With the help of quantitative survey method and SPSS analysis of the answers given by 370 consumers, the results are emphatic that alleviation of political tensions can lead to rebound buying behavior and post-boycott buying behavior. The model showed a high explanatory power as it was able to explain 78.3 percent rebound purchasing which proves the strength of the proposed psychological framework. Of the analyzed factors, the dissonance reduction became the strongest force, as it stressed the importance of cognitive consistency in making consumers excuse their shift to the old brands that it boycotted. Emotional reconciliation was also an important aspect by turning any negative emotions related to the boycott to a positive affect when the tensions are over. Conflict resolution also contributed to buyback through the ethical and moral closure, and the least impactful social proof normalization demonstrated the contribution of the changed social norms to the legitimizing of the repurchase behavior. Together the results can add to the literature of consumer behavior showing that rebound purchasing is not only economic but it is also firmly based on psychological and emotional mechanisms influenced by political settings.

Autodidacticism, higher education and graduate work readiness in evolving global economic transitions.

Tola Awe
Ravensbourne University London and University of Greenwich, United Kingdom

Keywords

Autodidacticism, future of work, educational models, work readiness

Abstract

As the global economy undergoes structural transformation driven by technological change, revolving geopolitical dynamics, and evolving labour market demands, higher education institutions face growing pressure to remain relevant. Persistent evidence of skills mismatch highlights a misalignment between graduate capabilities and employer needs, raising questions about the responsiveness of traditional educational models.

This paper explores autodidacticism – self-directed and informal learning – as a complementary and increasingly central dimension of contemporary learning ecosystems in making graduates work ready in an ever changing economic landscape. Research indicates that informal learning constitutes a substantial portion of how individuals acquire skills and contributes directly to improved job performance and adaptability (Vlachopoulos and Tsitiridou, 2026).

A growing body of international research underscores the nature of this mismatch of skills whether it is in underutilising human capital, thereby reduced productivity or the imbalance of education and labour market demands. Due to the rapid technological advancement, better

understanding of automation and artificial intelligence, there is both demand for advanced technical skills and transferable competencies such as problem solving and adaptability. Traditionally, higher education is not structured to prioritise practical employability focused skills which would have contributed better to graduate readiness as opposed to theoretical knowledge leading to difficulties in the workplace or inability to recruit suitably skilled candidates (McGowan and Andrews, 2017, Vecchia et al., 2023 and OECD 2025).

On a larger scale, this mismatch reflects transitions in knowledge-based economies. OECD data indicates that demand is high for high-skilled individuals however, there is a slowing completing rate in higher education. Could this be as a result of the perceived relevance of teaching content, the inability to think for themselves (spoon-feeding according to Dehler and Welsh, 2014) or the absence or insufficient opportunities to engage in autodidactic learning because of high-streamlined and traditional content. Undoubtedly, there is an increasing recognition that higher education should embed adaptive collaborative models (Vlachopoulos and Tsitiridou, 2026), which include opportunities for autodidactic learning and teaching.

This paper examines the extent to which higher education institutions can use autodidacticism to respond to structural economy and address skills mismatches to enhance graduate employability to meet labour market expectations. By reframing autodidacticism as an asset rather than a disruption, this study contributes to ongoing debates on education reform, economic development, and the future of work.

Emerging competency demands for sustainable business and economic growth under changing world order and dynamics of business education

**Bashir Ahmad
Muhammad Meraj**

Al-Kawthar University, Karachi, Pakistan

Maawra Salam

Bahria University Karachi Campus, Karachi, Pakistan

Sayma Zia

Postdoctoral Fellow, Michigan State University, USA

Keywords

Geopolitics-Geo-economics-Sustainability-Competencies-Education

Abstract

Purpose: This paper seeks to analyze the envisaged global transformation under the changing geopolitical dynamics and corresponding competency needs of the job market. The recent standoff between Iran and Israel-supported by USA and its fallouts have raised number of questions about the viability of existing business models, and conventional working of economic lifelines of the countries. It not only threatened continuity of essential commodities across nations, also impacted geo-political dynamics fostering emphasis on regional imperatives. Under the scenario, geo-economics has emerged predominant over geopolitics for sustaining supplies and cost-effectiveness of commodities across countries.

Method: The paper endures applied research with a philosophical base of pragmatism. It follows mixed method approach based on primary data obtained through questionnaire, panel discussions and classroom parlays involving students and faculty members. Main sources of primary data included political opinion holders, businessmen, social media persons, faculty members of the universities, civil officials and students. Purposive sampling was used with a sample size of 376 individuals across

multiple walks of life. SmartPLS and SPSS were used for theoretical modeling and statistical inferences.

Findings: It is visualized that global political landscape is undergoing a shift towards multipolarity, regionalization and small-groups mutually benefitting agreements. The geopolitical disruptions have substantial impacts on the sustainable business and economic competencies. Artificial intelligence and complementary digital technologies have added to the diversity of business and economic growth environments. In order to realign the competency base with emerging geo-economic imperatives, integrated sustainable education models have emerged as outcome of the study providing a long-living solutions. Geo-economics has taken the dictating position over geo-politics to reconsider the education philosophies especially that of the business and management to develop and sustain the emerging needs of digitally literate, ethically sound and sustainability-oriented graduates. This would attain and maintain the competency needs of the graduates in synch with the emerging geo-strategic and geoeconomic environments.

From policy alternative to legal obligation: Fossil fuel subsidies under international climate and trade law

Debashish Lahiri

Amit Randev

Indian Institute of Foreign Trade, India

Keywords

Climate Litigation; Critical Minerals; Fossil Fuel Subsidies; International Trade Law; Just Transition; WTO Subsidies Discipline

Abstract

For three decades, fossil fuel subsidies (FFS) have occupied an ambiguous position in international law: nominally sovereign fiscal choices, yet increasingly difficult to square with States' mitigation commitments under the UNFCCC and the Paris Agreement. That ambiguity has sustained a persistent gap between the rhetoric of decarbonisation and the reality of continued fossil-fuel support, estimated at more than USD 1.1 trillion globally in 2023. This paper argues that two recent developments, close in time though different in kind, are compressing that gap and converting FFS reform from a discretionary policy preference into an increasingly binding, if unevenly enforced, legal obligation. The first is the International Court of Justice's Advisory Opinion of July 2025, which articulates an authoritative due-diligence standard extending to fossil-fuel production, licensing and subsidisation. The second is the 2026 Strait of Hormuz crisis, which disrupted a substantial share of seaborne oil and LNG trade and, in doing so, put the energy-security rationale customarily invoked against subsidy withdrawal to a real-world test.

The study adopts a qualitative doctrinal and comparative legal-policy method. It reads the UNFCCC, the Paris Agreement, the WTO Agreement on Subsidies and Countervailing Measures (ASCM) and the Agreement on Climate Change, Trade and Sustainability (ACCTS) together, and triangulates that doctrinal analysis against a purposive comparison of jurisdictions with divergent development trajectories and energy endowments.

Three findings emerge. First, the ICJ Opinion and ACCTS together constitute an emergent legal norm that operates principally through interpretive diffusion, not direct enforcement. Second, the Hormuz crisis complicates this trajectory without negating it: it reinforces energy-security exceptions whose burden falls hardest on import-dependent developing States. Third, critical-mineral supply-chain bottlenecks risk displacing fossil dependency onto a differently concentrated set of extractive chains. The paper proposes a hybrid three-pillar framework, combining general international law, ACCTS-style climate-trade mechanisms and domestic and WTO enforcement levers, calibrated to protect the fiscal space and energy-access needs of developing States during the phase-out period.

Pension funds, infrastructure financing, and sustainable economic restructuring in SADC: evidence from a dynamic panel analysis

Bothwell Ndou

Oliver Takawira

Margaret R Magwedere

University of Johannesburg, South Africa

Key Words

Pension Funds, Economic Growth, Long Term Savings

Abstract

This study examines the contribution of pension funds and long-term savings to economic growth and productive investment across selected Southern African Development Community (SADC) countries, a region characterised by structural investment gaps, shallow capital markets, and persistent macroeconomic instability. Using macroeconomic, financial, and institutional data, the study analyses the relationship between pension fund assets, gross capital formation, infrastructure investment, and economic growth, while controlling for regulatory quality and broader macroeconomic conditions. The findings suggest that pension funds have significant potential to support long-term growth and infrastructure development in SADC when operating within stable macroeconomic environments and robust regulatory frameworks. However, the developmental impact of pension assets remains uneven across the region, constrained by high inflation, limited investment instruments, weak capital market depth, and regulatory fragmentation. The study underscores the importance of harmonising pension regulations, strengthening governance frameworks, and expanding regional capital market instruments to mobilise long-term savings more effectively. Policy recommendations emphasise macroeconomic stability, regional financial integration, and the creation of bankable infrastructure and investment vehicles to enhance the role of pension funds in supporting sustainable growth within the SADC region.

A study into the alignment of ethical marketing practices with national tourism policy frameworks for the promotion of sustainable elephant tourism in Sri Lanka

Luwanya Thurkaa Krishnamoorthy

University of Peradeniya, Sri Lanka

Keywords

Elephant Tourism, Ethical Marketing, National Policy, Sri Lanka, Sustainable Tourism

Abstract

This study explores how ethical marketing practices can be aligned with national tourism policies to promote the long-term sustainability of Sri Lanka's elephant tourism industry. It addresses concerns related to animal welfare, unethical tourism practices, weak regulatory enforcement, and the rising global demand for responsible tourism. The study aims to examine the role of governance, stakeholder collaboration, and sustainable tourism strategies in strengthening ethical tourism development within the sector. An interpretivist paradigm with a qualitative exploratory multiple-case study approach was adopted. Data were collected through semi-structured interviews with policymakers and key stakeholders in elephant tourism governance, along with field observations, policy documents, institutional reports, and secondary literature. Purposive sampling was used to select information-rich cases representing different elephant tourism contexts in Sri Lanka. Thematic analysis supported by

NVivo software was used for data analysis. The findings identified three key themes: Governance for Ethical Framework Development, Collaborative Education through Integrated Management, and Fostering Innovative Sustainable Practices. The findings revealed that government regulation, ethical certification, stakeholder collaboration, and public awareness are essential for promoting responsible elephant tourism in Sri Lanka. The study identified sanctuary-based, eco-friendly, and community-based tourism as sustainable alternatives to exploitative activities. Key policy recommendations include strengthening regulatory enforcement, establishing national ethical certification standards, fostering multi-stakeholder collaboration, and promoting transparent marketing communication. The study contributes theoretically by extending understanding of how ethical marketing can be integrated with tourism governance and stakeholder theory to support sustainable elephant tourism. Practically, the findings provide guidance for policymakers, tourism authorities, conservation agencies, and tourism operators to strengthen governance, protect animal welfare, conserve the environment, and enhance the long-term sustainability and global credibility of Sri Lanka's elephant tourism industry.

Understanding sustainable tourist destination choice through experiential green nation brand dimensions

Tafadzwa Matiza

Thubelihle Namaswazi Ndlela

North West University, South Africa

Keywords

Destination choice, Green behavioural intention, green-nation brand dimension (G-NB)

Abstract

Reflecting on the growing trend of green travel and tourism, understanding the antecedents of destination choice has become fundamental for destinations looking to attract and retain the discerning tourist. The purpose of the study was to model the causal relationship between experiential green-nation brand (G-NB) dimensions, tourist green behavioural intention, and destination choice. Data were generated from a quantitative-deductive study, using a self-administered online survey of United Kingdom ($n = 265$) and German ($n = 249$) potential tourists to South Africa. The data were analysed using partial least squares - structural equation modelling in SmartPLS 4. A sequential causal relationship emerged from the analysis, whereby tourism, culture and heritage, and marketing were the antecedent G-NB dimensions influencing tourists' green travel behavioural intention, which in turn influenced tourist destination choice. The direct and indirect effects established in this study are vital to marketers' enhanced understanding of both the extrinsic and intrinsic (underlying) green-oriented experiential mechanisms that shape tourists' destination choice. These findings underscore G-NB as a strategic tool for enhancing destination competitiveness and influencing sustainable tourist decision-making. The study offers data-informed practical recommendations for tourism practitioners and suppliers seeking to induce travellers' green travel behaviour and influence tourist destination choice. The study advances green tourism research by demonstrating that tourists' green travel behaviour is influenced not only by sustainability concerns but also by their experiential perceptions of a destination's tourism, cultural, heritage and marketing attributes as components of a G-NB. Finally, this study highlights the role of experiential G-NB dimensions as important drivers of destination choice, shaping tourists' decisions.

Wanting the tools, lacking the means: Expert consensus on digital entrepreneurship education

Chris Schachtebeck

Natanya Meyer

University of Johannesburg, South Africa

Keywords

Delphi technique; digital technologies; entrepreneurship education; higher education; support mechanisms

Abstract

This study reports on a two-round Delphi inquiry examining the integration of digital technologies into entrepreneurship education (EE) within higher education. The aim was to identify consensus among experienced entrepreneurship educators regarding the importance, effectiveness, feasibility, and required support structures for these technologies. A panel of five experts, purposively selected for their established teaching and research expertise in EE and digital pedagogy, validated and assessed twenty-seven evaluative statements across three domains: established technologies (mature, widely adopted tools), emerging technologies (newer, less embedded innovations), and support mechanisms. Consensus was determined using mean scores, modal categories, and top-two agreement thresholds, while qualitative responses were thematically coded. Quantitative responses were analysed using mean scores, modal categories, and top-two agreement measures, while qualitative responses were thematically coded.

The panel showed strong agreement on the importance and effectiveness of established technologies, including learning management systems and virtual teaching tools, although online summative assessment was viewed less favourably. For emerging technologies, perceived importance generally exceeded feasibility, particularly for virtual reality, artificial intelligence, and business simulations, while social media was rated more feasible than important.

Agreement was strongest for support mechanisms, with funding, educator training, management support, curriculum alignment, and student digital literacy identified as critical enablers. Reported barriers included financial constraints, infrastructural limitations, and human capacity, whereas anticipated benefits centred on improved access, experiential learning, and graduate readiness.

Offering an original, expert-validated sequencing perspective, the findings indicate that institutions should prioritise enabling conditions rather than technology acquisition, since strengthening funding stability, educator development, leadership support, and curriculum alignment enhances feasibility across multiple tools. The small expert panel limits generalisability, indicating that broader validation is a valuable direction for future research. The study contributes practical guidance for educators and policymakers pursuing effective and sustainable digital integration in EE.

The need for a multi-dimensional extension of the environmental kuznets curve

Clemente Hernandez-Rodriguez

University of Guadalajara, Mexico.

Jose Antonio Olivares-Mendoza

State University of Quintana Roo. Mexico.

Keywords

Ecological Regeneration Lags, Econometric Modeling, Environmental Economics, Natural Capital Accounting, Sustainable Policy Innovation.

Abstract

The Environmental Kuznets Curve (EKC) hypothesis – the “grow first, clean up later” trajectory – has long dominated environmental economics. However, as highlighted in recent critical literature, the model suffers from a profound temporal mismatch. It operates within the constraints of market time (short-term fiscal and investment cycles), while ignoring the biological time required for ecosystem assimilation and regeneration. Through a thoughtful and well-structured literature review, this paper provides an answer to whether the EKC is a valid instrument to link environment and economic growth. The discussion offers useful insights into environmental economics and sustainable policy research. Before the projected cleaning-up phase of the EKC is ever achieved, there are risks of reaching tipping points where environmental degradation becomes irreversible. This study critically examines the theoretical foundations, key determinants, and major criticisms of the EKC while proposing a broader multidimensional perspective for understanding the relationship between economic growth and environmental degradation.

Optimizing multichannel strategies: A balanced approach

Danny T. Wang

Flora F. Gu

Hong Kong Baptist University, Hong Kong

Meng Wang

Shenzhen University, China

Keywords

Multichannel management; Product assortment differentiation; Home appliances; Sales performance

Abstract

Manufacturers integrating online and offline channels face an assortment decision: how much product overlap or differentiation to maintain between channels. This study conceptualizes Online and Offline Product Assortment Differentiation (OOPD) as the proportion of the nonduplicated assortment offered through one channel only and examines its effect on brand-category sales. Using monthly data for 71 brand categories from 39 Chinese home-appliance brands, we estimate the OOPD–sales relationship and test the moderating effects of brand price positioning and innovativeness. Results reveal an inverted U-shaped relationship: differentiation initially expands market reach and strengthens channel positioning, but excessive differentiation undermines channel cooperation and reduces sales. The estimated optimum of 58.8% suggests that, in this setting, predicted sales peak when about three-fifths of the assortment is channel-specific and the remainder forms a shared core. This estimate is context-specific, not universal. The curvilinear effect is attenuated for premium and highly innovative brands. Theoretically, the study advances multichannel

management research by shifting attention from whether assortments should differ to how much differentiation creates value. It reveals a nonlinear trade-off between market reach and channel coordination and identifies brand positioning and innovativeness as boundary conditions. Managerially, lower-priced or less innovative brands may benefit from moderate differentiation to target heterogeneous customers and expand reach, but should avoid exceeding the turning point. Premium brands should prioritize cross-channel consistency, whereas highly innovative brands should coordinate product launches rather than rely heavily on exclusivity, as further differentiation yields weaker returns. This balance may support sustainable sales growth. The study is limited by its focus on four Chinese home-appliance categories during 2016–2018 and its reliance on observational data. Future research should test the framework in other industries, countries, and contemporary platform environments and use consumer-level or experimental designs to clarify causal mechanisms and channel-cooperation dynamics.

Risk-taking incentives and corporate venturing

Emmanuel Adu-Ameyaw

De Montfort University, Leicester, UK.

Douglas Cumming

Florida Atlantic University, USA.

Bernard Tawiah

Southern Utah University, USA.

Kwabena Boasiako

Manchester Metropolitan University, UK

Daniel Gyimah

Ajman University, UAE

Keywords

Risk incentives, Vega, Corporate venturing

Abstract

This study draws on agency theory to explain how executive risk-taking incentives influence strategic investment decisions, with a focus on Corporate Venture Capital (CVC). Our analysis reveals that a higher risk-taking incentive (Vega) is positively associated with increased CVC investment. Importantly, we show that the establishment of a formal CVC fund is primarily driven by the firm's broader strategic objectives, rather than by the Vega incentive alone. The Vega incentive stimulates CVC investment across all stages of venture development, with the effect strongest at the late stage, consistent with executives responding to the option-like payoff structure of CVC rather than to risk exposure per se. Our results further show that the effect is concentrated among non-overconfident CEO, supporting the substitution effect. These findings are robust to alternative measures and model specifications, highlighting the critical role of incentive structures in driving external corporate innovation.

Uniform corporate tax base in the european union – Breakthroughs, challenges and long term trajectories of the proposal

Małgorzata Magdalena Hybka

Poznan University of Economics and Business, Poland

Keywords

BEFIT, corporate taxation, European Union, tax base unification

Abstract

For over two decades, the European Union pursued efforts to coordinate corporate tax bases. First attempts in this regards however date back to the 1960-ties (Neumark Report and van den Tempel Report). All these initiatives proved relatively ineffective in the past, as the member states have a tendency to guard their fiscal sovereignty and multinational corporations were inclined to lobby against harmonisation to preserve profitable profit shifting opportunities. A number of provisions preventing aggressive tax planning strategies adopted in the recent years might have, to some extent, reduced this resistance and increased attractiveness of measures that may lower the compliance costs of MNEs. On 12 September 2023, the European Commission enacted the Business in Europe: Framework for Taxation (BEFIT) proposal which includes a modified architecture of principles for corporate taxation. The new rules of corporate tax base calculation are considered to relate to large corporate groups operating in more than one jurisdiction. They are generating vibrant debate and have the potential to end the era of controversies surrounding the application of certain tax avoidance schemes. Although the European Union has recently shifted its attention to more pressing issues such as Pillar II and the implementation of global minimum tax, the concept in question remains relevant and retains considerable promise. The main aim of this paper is to evaluate the BEFT proposal and indicate their potential implications for Poland and other selected European Union member states. It also gives a detailed insight into most important measures included in this proposal. It takes a glance at their pros and cons, the current developments and long term perspectives.

Enabling entrepreneurial ecosystems: National context conditions and their role in sustainable venture creation in South Africa

Natanya Meyer

Chris Schachtebeck

University of Johannesburg, South Africa

Keywords

Entrepreneurial ecosystem; entrepreneurship; enabling environment; national context conditions; sustainable venture creation

Abstract

Despite South Africa's long-standing participation in the Global Entrepreneurship Monitor (GEM), entrepreneurial activity remains constrained by low perceived opportunities, high fear of failure and weak business sustainability. This study examines the National Context conditions underpinning an enabling entrepreneurial ecosystem, focusing on how government policy, finance, education and training, and market dynamics interact to facilitate or inhibit sustainable venture creation. The purpose is to clarify which ecosystem elements policymakers and higher education institutions should prioritise to strengthen entrepreneurial participation in the economy.

The study draws on GEM's National Expert Survey (NES), in which national experts rate statements for each Entrepreneurial Framework Condition on an 11-point Likert scale, from complete

disagreement to full agreement, with identical statements posed across countries and over time to enable comparison. These qualitative ratings are aggregated into scores for nine framework conditions, synthesised into an integrated ecosystem model used to interpret South Africa's entrepreneurial environment relative to comparable developing economies.

South Africa's entrepreneurial ecosystem is characterised by uneven enabling conditions: access to finance and government bureaucracy remain binding constraints, while entrepreneurship education and training show gradual improvement but limited integration across the education system. Cultural and social norms continue to favour formal employment over entrepreneurial risk-taking, and weaknesses in one ecosystem domain, such as finance, compound constraints in others, including market entry and venture survival.

Strengthening South Africa's entrepreneurial ecosystem requires coordinated intervention across multiple National Context conditions rather than isolated policy responses. Universities have a particular role in shifting cultural attitudes towards entrepreneurship and embedding practical, future-oriented entrepreneurship education within curricula. Policymakers are encouraged to treat ecosystem conditions as interdependent, ensuring improvements in one area, such as finance, are matched by progress in education, infrastructure and regulatory environments to support inclusive economic participation.

Museums as spaces of tourism: Negotiating history and memory in India

Venkataramana Reddy Maram

Vivek Salkanti

Mahatma Gandhi University, India

Keywords

Museums in India, tourism spaces, cultural memory, heritage representation, historical narratives, museum tourism, identity and heritage

Abstract

Museums occupy a central position in India's cultural and tourism landscape, functioning as institutions that curate material heritage, interpret historical narratives, and shape collective memory. In the contemporary context, museums have transitioned from passive custodians of artifacts to active agents of heritage-based tourism, education, and identity politics. This paper examines how Indian museums negotiate history and memory while simultaneously engaging with tourism as a developmental and economic driver. Drawing upon heritage tourism theory, memory studies, and cultural representation frameworks, the analysis highlights how museums in India mediate narratives of nationalism, colonialism, regional identity, and community belonging. Through selected examples such as the National Museum (New Delhi), Partition Museum (Amritsar), and tribal and community museums, this research illustrates how curatorial choices influence the tourist experience and public understanding of the past. By combining qualitative literature review with secondary data analysis, the study underscores challenges related to representation, inclusivity, commodification, and narrative bias. The findings affirm that although museums strengthen cultural tourism and economic vitality, their historical authority requires ethical responsibility to ensure plural and dialogic memory practices that empower diverse communities.

Regional attributes and spatial distribution of foreign direct investment (FDI) in emerging markets: Evidence from India

Vishu Sadanand

Nelson College London, United Kingdom

Keywords

Regional attributes of FDI, Agglomeration, Emerging Markets, Foreign Direct Investment, Intra-regional openness, Proximity Concentration, Spillover Effects

Abstract

Foreign Direct Investment (FDI) is considered as a key element in the industrial development of a nation. It brings capital inflow and contributes to the development of technology, managerial skills, and domestic firms. Multinational corporations (MNCs) possess superior knowledge, patents, trademarks, and exclusive technology which “spillover” to the host economy and benefit the domestic firms. It is found that when we change the specification of our model by using the Limited Information Maximum Likelihood (LIML) regression with an instrument, we find that sustained economy like India indicates uneven distribution of FDI inflows and serves as a very good example of proximity concentration, intra-regional openness, and agglomerations. A decrease in geographic distance of 5.5 km from the regional headquarters increases the FDI inflow by approximately USD1Mil. This corresponds very well with the classical theory of gravity model wherein a decrease in geographical distance increases FDI inflow. Nonetheless, attributes governing this FDI inflow are peculiar due to the stable economic regime aftermath of the implementation of the liberalisation policies. LIML results at 5% and 1% levels confirm that FDI inflow is positively related to the geographic distance between regions. Population density, power requirement and literacy rate are significant in attracting FDI inflows.

Assessing the impact of AI-powered personalised recommendations on consumer behaviour: A case study on AMAZON UK.

Bijal Pareshbhai Desai

Regent College London, United kingdom

Keywords

Consumer behaviour, AI- powered personalisation, consumer satisfaction, consumer, attitudes, e-commerce platforms, consumer perceptions

Abstract

The aim of this study is to investigate the influence of AI-powered personalised recommendations on consumer behaviour and satisfaction among AMAZON UK users. The research targeting the problem that, despite of being high adoption rate of AI-based personalisation by e-commerce platforms, only 42% of UK consumers favouring AI-powered Recommendation System (RS), highlighting a gap between consumer expectations and business tactics.

A pragmatic philosophy and abductive approach guided an explanatory sequential mixed methods design: quantitative data from 155 structured surveys- managed via SPSS for descriptive statistics, correlations, and regressions were followed by qualitative analysis of 15 open ended responses using NVivo thematic coding. Findings from quantitative and qualitative analysis were triangulated to strengthen analysis and validate interpretations.

Findings show high awareness however; perceptions are diverse, with usefulness emerging as the key driver, followed by relevance in fostering positive attitudes and purchases, while privacy concerns and lack of trust reduced engagement and satisfaction. These factors significantly formed decision making and satisfaction.

The study concludes that practically, AI-powered RS has a significant impact on consumer decision-making process and satisfaction when perceived value, accuracy and transparency are maintained. Moreover, AMAZON UK and other e-commerce platform should enhance transparency, user controls and algorithmic precision to improve trust and long-term adoption.

A critical comparative assessment of the influence of sustainable brand positioning by nike and adidas on Gen Z's purchase intentions in the UK

Egberanmwun Iyekeoretin

Assad Shamsi

Regent College London, United Kingdom

Keywords

Adidas, Gen Z, Nike, Purchase Intention, Sustainable Brand Positioning, UK Sportswear

Abstract

This study investigates the sustainable brand positioning strategies of Nike and Adidas and their influence on the purchase intentions of Generation Z consumers within the UK sportswear industry. There is a growing volume of literature covering the types of investments made by companies in sustainability, yet little empirical, quantitative and comparative evidence exists that relates sustainability positioning with actual purchasing behavior, especially from a group that is both price sensitive and sustainability conscious. To fill this gap, the study uses a mixed-method design, which combines a structured online questionnaire with 100 Gen Z consumers (54% female, 46% male) in the UK, recruited using purposive, non-probability sampling, and five semi-structured interviews with purposively selected individuals, to gain deeper insights into consumer perceptions. Analyses of quantitative data were performed through descriptive statistics, and qualitative data were analysed in a thematic way. The results show that Nike is seen as better positioned in terms of sustainability implementation, with long-term investments and innovations at the level of products, whereas Adidas is seen as having a stronger sustainability communication, with transparency and clarity of its communication towards the consumer. Importantly, sustainability was also determined to have an impact on purchase intention, albeit a secondary impact, as price sensitivity, brand aesthetics and peer influence are still the main drivers for Gen Z purchasing behaviour. The results confirm empirically the attitude-behaviour gap reported in the sustainable consumption literature. The study builds on the previous single-brand and attitude-based studies and provides comparative empirical evidence on the role of sustainability as a complementary rather than main factor in purchase intention in a very competitive context involving two iconic sportswear brands in the UK with one sample of Gen Z. The study suggests that a strategy to integrate affordability into sportswear brands' sustainability positioning, increasing brand credibility with clear and measurable impact reporting, and innovating products to better align positive attitudes with actual buying decisions.

The role of digital marketing in shaping brand awareness in the UK fast-food industry

Lasta Dangol

Regent College London, United Kingdom

Keywords

Digital Marketing, Brand Awareness, UK Fast-Food Industry, Social Media Marketing, Consumer Engagement, Brand Equity.

Abstract

This paper investigates the role of digital marketing in shaping brand awareness within the UK fast-food industry. As digital advertising expenditure in the UK reached £29.6 billion in 2023, fast-food brands increasingly rely on social media marketing, search engine optimisation (SEO), influencer partnerships, and content marketing to enhance visibility and consumer engagement. The study aims to evaluate the effectiveness of these digital strategies in strengthening brand recognition and recall among UK consumers.

A quantitative research design was adopted using a cross-sectional survey approach. Primary data were collected through structured questionnaires distributed to fast-food consumers, supported by secondary industry data. Statistical analysis was conducted to examine correlations between digital marketing exposure and levels of brand awareness, engagement, and purchase intention. The theoretical foundation integrates the AIDA model, Consumer-Based Brand Equity (CBBE) framework, Integrated Marketing Communication (IMC) theory, Social Media Engagement Theory, and the Technology Acceptance Model (TAM).

Findings indicate that visually driven and interactive platforms, particularly Instagram and TikTok, exert the strongest influence on brand recall and engagement. More than half of respondents reported remembering brands encountered through digital advertisements. Influencer marketing, short-form video content, authenticity, and transparency significantly enhanced consumer trust and brand perception. SEO and content marketing were found to improve brand visibility and discovery, particularly during product searches.

The study concludes that integrated and data-driven digital marketing strategies substantially strengthen brand awareness in the highly competitive UK fast-food sector. Practical recommendations are provided for optimising platform selection, content design, and engagement strategies to sustain competitive advantage.

Consumer scepticism and sustainable purchase intentions: A comparative study of nike and adidas among UK generation Z consumers

Egberanmwen Iyekeoretin

Shobha Harebasur

University of Greater Manchester, UK

Keywords

Brand authenticity, Consumer scepticism, Greenwashing, Purchase intention, Sustainable brand positioning, Generation Z

Abstract

Purpose: Despite growing consumer awareness of sustainability issues, a persistent attitude-behaviour gap exists within the sportswear industry, where environmentally conscious consumers do

not always translate sustainability concerns into purchasing decisions. This study investigates how consumer scepticism influences the relationship between sustainability claims made by Nike and Adidas and the purchase intentions of UK Generation Z consumers. The research seeks to understand whether scepticism acts as a barrier to sustainable consumption despite positive perceptions of corporate sustainability initiatives.

Design/Methodology: The study adopts a mixed-methods approach, drawing on Signalling Theory, the Theory of Planned Behaviour, and Brand Authenticity Theory. Primary data were collected from 100 UK Generation Z consumers through structured questionnaires and semi-structured interviews. Quantitative data were analysed using descriptive statistics and comparative mean analysis, while qualitative responses were examined through thematic analysis to identify underlying patterns influencing purchase intentions.

Findings: Both Nike and Adidas are perceived positively on sustainability, with overall sustainability perception scores of 3.78 and 3.72, respectively. However, sustainability demonstrates only a moderate influence on purchase intention. Adidas is perceived as stronger in communication clarity and transparency, while Nike scores higher in perceived long-term sustainability commitment, trust in environmental claims, and conversion of sustainability perceptions into purchase intention. Thematic analysis identifies five scepticism mediating factors: differential brand credibility, price sensitivity, greenwashing awareness, identity-driven consumption, and conditional purchase intent. Consumer scepticism is found to operate asymmetrically across brands and is further influenced by digital media exposure and demand for independently verifiable sustainability evidence.

Practical Implications and Conclusions: The study concludes that sustainability messaging alone is insufficient to influence Generation Z purchasing behaviour. Sportswear brands must complement sustainability claims with greater transparency, independent verification, affordability, and authentic engagement strategies to strengthen consumer trust and reduce scepticism. The findings contribute to the understanding of consumer scepticism as a critical moderating mechanism within sustainable consumption and brand positioning research.

The impact of perceived product quality on customer satisfaction in the UK clothing retailing sector: Evidence from primark

Shaneela Adnan

Greater Manchester University, UK

Palto Datta

Regent College London, UK

Keywords

Customer Satisfaction, Product Quality, Primark, United Kingdom, Perceived Quality, Fast Fashion, Value Perception, Customer Loyalty

Abstract

Purpose: This study examines how customer satisfaction in the UK clothing retail sector is driven by perceived product quality, using fast-fashion retailer Primark as a case study. Drawing on Expectation Confirmation Theory (ECT), the research models the complex ways that quality perceptions, pricing, brand image, and value for money interact to shape overall satisfaction and drive consumer evaluations in the fast-fashion marketplace.

Methodology: We used a quantitative, cross-sectional design to gather data via a structured online questionnaire. The survey captured specific metrics – including product durability, comfort, style, price fairness, and brand reputation – from 120 UK consumers who had recently shopped at Primark. Because we needed to complete the project within a tight timeframe and lacked access to a full

institutional database of Primark customers, a convenience sampling approach was selected. This non-probability sampling method provided a cost-effective and timely way to collect data, though it means the results cannot be directly generalised to Primark's entire UK customer base. Instead, the data serves as a useful diagnostic look at this specific cohort. The relationships between these variables were then tested using standard descriptive statistics, correlation, and regression analysis.

Findings: Following the completion of data collection and statistical analysis, the results demonstrate that perceived product quality stands out as the single most critical driver of customer satisfaction for Primark's UK shoppers. Beyond direct quality metrics, factors like attractive pricing, a strong brand image, and solid value for money also play key roles. These elements boost satisfaction both on their own and by fundamentally reinforcing how customers judge overall product quality.

Originality/Value: Rather than looking at quality and value in isolation, this study brings these individual factors together into a single, cohesive framework. This provides a clearer, more realistic picture of what actually drives satisfaction in the competitive UK fast-fashion environment. Practically, the results offer clear guidance for value-retail managers. To build trust and encourage repeat business, companies should tighten quality control across clothing lines, train floor staff to highlight value at checkout, and design loyalty campaigns that explicitly connect fair pricing with reliable quality. Ultimately, these insights offer retail managers a practical roadmap to upgrade the customer experience, secure brand loyalty, and protect market share.

From AI assistance to AI dependency: Exploring the performance-capability paradox and cognitive sustainability in education and the workplace

Shobha Harebasur

Regent College London, United Kingdom

Keywords

Artificial Intelligence, Cognitive Sustainability, Critical Thinking, Human Capability Development, AI Dependency, Workforce Skills

Abstract

Purpose: The rapid adoption of generative artificial intelligence (AI) across education and professional environments has transformed how individuals learn, solve problems, and make decisions. While AI systems have demonstrated substantial benefits in enhancing productivity, accuracy, and task performance and speed, emerging evidence suggests a growing dependence on AI may adversely affect critical thinking, problem-solving, memory retention, professional judgement, and human autonomy. This paper aims to critically examine the emerging phenomenon of AI dependency and explore the tension between short-term performance enhancement and long-term human capability development.

Design/Methodology: The study adopts a systematic integrative review approach, synthesising contemporary research from education, healthcare, information technology, organisational behaviour, and workforce development. The review analyses empirical, theoretical, and conceptual studies published between 2019 and 2026 to identify recurring patterns, contradictions, and emerging research themes relating to AI dependency and human capability outcomes.

Findings (in progress) : The review identifies a consistent performance-capability paradox. While AI-assisted users frequently demonstrate improved efficiency, task completion rates, and immediate performance outcomes, excessive reliance on AI is associated with increased cognitive offloading, reduced critical thinking, weaker knowledge retention, lower problem-solving capability, and skill atrophy. However, evidence also suggests that AI literacy, structured pedagogical scaffolding, organisational governance, and explainable AI systems can transform dependency into productive cognitive augmentation. The findings further reveal a shift in scholarly attention from performance

metrics towards the broader concept of cognitive sustainability.

Practical Implications and Conclusions : The paper proposes a Cognitive Sustainability Framework that positions AI literacy, governance mechanisms, and human-centred AI design as critical moderators of AI dependency. The study concludes that the future challenge is not whether AI should be adopted, but how organisations and educational institutions can balance productivity gains with the preservation and development of uniquely human capabilities. The framework offers implications for educators, managers, policymakers, and technology designers seeking responsible AI integration

Examining the relationship between stock market awareness and investment decision efficiency in the indian retail investor segment

Harmeet Kaur

Greater Manchester University, UK

Palto Datta

Regent College London, UK

Keywords

Stock Market Awareness, Investment Decision Efficiency, behavioural biases, India, Retail Investors,

Abstract

Purpose of the study: The purpose of the research is to analyse the effect of Stock Market Awareness on investment decision efficiency among the Indian retail investors, with a particular focus on the role of behavioural biases. While previous studies have examined financial literacy and market participation separately, this study focuses on an integrated framework that connects awareness level, cognitive biases, and investment decision quality, which was underexplored in the Indian retail context.

Methodology: This study employed a quantitative cross-sectional research design. Primary data was gathered through a structured questionnaire distributed electronically via Google Forms across multiple investment communities and social platforms. measuring respondents' decision efficiency across four dimensions: portfolio diversification, goal alignment, trading consistency, and risk-return awareness. The sample size of 200 Indian retail investors was selected through convenience sampling. Data was analysed using descriptive statistics, correlation analysis, and multiple regression techniques.

Results: The results show that the stock market awareness is a statistically significant determinant of investment decision efficiency. Additionally, behavioural biases- particularly overconfidence, herding behaviour, and the disposition effect- significantly mediated this relationship, undermining the quality of the decision. The findings confirm that awareness alone is insufficient to guarantee efficient investment decisions when cognitive biases remain unaddressed.

Practical Implications and Conclusion: Integrating the knowledge about the behavioural biases into financial awareness initiatives may enhance the quality of investment decisions and recognise the cognitive errors. The study's findings also provide policymakers, financial institutions, and investment platforms seeking to improve retail investors' outcomes in one of the world's fastest-growing capital markets. Furthermore, the findings offer a broader discussion on behavioural biases being a significant factor in investment decisions.

The impact of hybrid learning on student satisfaction in the UK higher education sector

Edidi Isaac Babatunde
Greater Manchester University, UK

Palto Datto
Regent College London, UK

Keywords

Hybrid Learning, Student Satisfaction, Higher Education, Technology Acceptance Model, Constructivist Learning Theory, United Kingdom

Abstract

Purpose of the Study: This study examines the impact of hybrid learning on student satisfaction within the UK higher education sector. The increasing adoption of hybrid learning, which combines physical teaching with online learning technologies, has shaped educational delivery across universities. Drawing upon Constructivist Learning Theory and the Technology Acceptance Model (TAM), the study explores how factors such as student engagement, technology usability, flexibility, accessibility, communication, and academic support influence student satisfaction in hybrid learning environments.

Methodology: A quantitative research design is employed using a structured online questionnaire administered to students enrolled in UK higher education institutions who have experienced hybrid learning. The proposed sample size is approximately 120–130 participants. Data will be analysed using descriptive statistical techniques to examine relationships between hybrid learning practices and student satisfaction outcomes.

Results: The anticipated findings suggest that hybrid learning positively influences student satisfaction when supported by effective technology platforms, high levels of student engagement, accessible learning resources, and strong academic support systems. It is also expected that flexibility and ease of access will emerge as significant determinants of student satisfaction within hybrid learning environments.

Conclusion: The study is expected to demonstrate that hybrid learning can enhance student satisfaction when appropriately designed and implemented. However, institutional investment in technology infrastructure, staff training, and student support services remains essential for maximising learning experiences and outcomes.

Contribution and Study Implications: This research contributes to the growing body of literature on hybrid learning within higher education by providing contemporary evidence from the UK context. The findings are expected to offer practical recommendations for university leaders, educators, and policymakers seeking to improve hybrid learning strategies and enhance student satisfaction. The study also contributes to theoretical understanding by applying Constructivist Learning Theory and the Technology Acceptance Model to explain student experiences in hybrid learning environments.

An empirical study of the impact of external and internal audit on controlling discretionary accruals: Based on FTSE350, UK.

Rishiram Aryal

Palto Datta

Regent College London, UK

Prithwa Bhattacharya

Coventry University, United Kingdom

Sarika Aryal

Oxford Brookes University, UK

Keywords

External and Internal Audit, Discretionary Accruals

Abstract

The primary objective of this study is to examine the influence of internal and external audit mechanisms on controlling discretionary accruals among FTSE 350 companies in the United Kingdom. To measure the extent of discretionary accruals, the study adopts the performance-matched discretionary accruals approach.

To estimate discretionary accruals, the research employs the performance-matched discretionary accrual model. Furthermore, the Ordinary Least Squares (OLS) regression model is used to investigate the effects of audit-related variables on discretionary accruals and to test the proposed hypotheses.

The findings present mixed evidence regarding the effectiveness of audit mechanisms. Specifically, non-audit fees, audit fees, industry specialization, and auditors' experience are found to have a statistically significant influence on discretionary accruals. In contrast, audit committee size and the frequency of audit committee meetings do not demonstrate a significant effect on controlling discretionary accruals.

Several models have been developed in the literature to estimate discretionary accruals. Therefore, future research should regularly evaluate and compare these models to determine the most appropriate and reliable approach for specific markets. Identifying the most effective model for measuring discretionary accruals remains particularly important, as many researchers continue to rely on the Modified Jones Model (1995) despite the availability of more recent alternatives.

The impact of HR gamification on sustainable employee behavior

Farida Mohamed Youssef Hamed

Hagar Hesham Mohamed El Saeed

Future University in Egypt, Cairo

Keywords

HR Gamification, Sustainable Employee Behavior, Corporate Social Responsibility, Employee Engagement, Behavioral Modification.

Abstract

Background: In the modern corporate landscape, fostering sustainable employee behavior – ranging from eco-friendly office habits to long-term workplace wellness practices – has become a cornerstone of corporate social responsibility (CSR). Concurrently, Human Resource (HR)

departments are increasingly turning to gamification (the application of game-design elements in non-game contexts) to drive engagement, training, and behavioral modification. However, empirical research linking gamified HR interventions specifically to sustainable behavioral outcomes remains nascent.

Objective: This study investigates the impact of HR gamification on sustainable employee behavior, exploring how game mechanics such as points, badges, leaderboards, and narratives influence intrinsic and extrinsic motivation toward sustainability goals.

Methodology: Utilizing a mixed-methods research design, this study examines 250 employees across three multinational organizations. Quantitative data is gathered via pre- and post-intervention surveys measuring employee engagement and self-reported sustainable actions, while qualitative insights are derived from semi-structured interviews with HR managers and team leaders.

Results: findings suggest that HR gamification significantly enhances employee participation in sustainability initiatives. The results indicate that while competitive elements (e.g., leaderboards) drive short-term extrinsic motivation, cooperative game elements and meaningful narratives are critical for fostering long-term, internalized sustainable behaviors. Furthermore, employee autonomy and the perceived alignment of gamified goals with personal values act as key moderators in this relationship.

Implications: This research bridges the gap between behavioral economics, HR management, and corporate sustainability. Practically, it provides HR practitioners with a scalable framework for designing gamified interventions that move beyond superficial engagement to cultivate a lasting culture of workplace sustainability.

From first bite to lasting loyalty: Study of customer acquisition and retention in Kolkata's food service industry

Gairik Das
Sukanta Kundu

Indian Institute of Social Welfare and Business Management (IISWBM), India

Keywords

customer choice, loyalty, Food Quality, Value for Money, Service Quality, customer satisfaction

Abstract

Food consumption has undergone a significant transformation in contemporary society. While food continues to satisfy a fundamental physiological requirement, dining out has increasingly evolved into a social, cultural, experiential, and symbolic activity. The modern restaurant is no longer merely a provider of nourishment; it functions as a site where consumers seek convenience, pleasure, identity expression, social interaction, and memorable experiences. Consequently, the food-service industry has emerged as one of the most dynamic sectors within the service economy, characterised by intense competition, rapidly changing consumer expectations, and continuous innovation.

Globally, structural shifts such as urbanisation, increasing disposable income, changing family structures, rising workforce participation, and evolving lifestyles have substantially increased the frequency of eating out. In India, these trends have been further accelerated by the expansion of the middle class, the growth of organised retail, technological advancements, and the emergence of online food delivery platforms. The resulting marketplace comprises a diverse range of dining formats including traditional eateries, quick-service restaurants, casual dining establishments, fine-dining restaurants, cafés, food courts, and cloud kitchens.

These dynamics make Kolkata a particularly relevant location for exploring contemporary patterns in dining behaviour. The city's rich culinary heritage, cultural diversity, vibrant street-food tradition, and rapidly modernising restaurant ecosystem create a unique environment where traditional preferences coexist with contemporary consumption patterns. Consequently, understanding the factors

that influence customer choice and loyalty in Kolkata offers both theoretical significance and practical relevance.

The study examines the factors influencing customer choice and loyalty towards food outlets in Kolkata, a city characterised by a rich culinary heritage and a rapidly evolving food-service landscape. Recognising the increasing importance of customer acquisition and retention in a highly competitive restaurant industry, the research further examines the influence of product attributes, non-product attributes, service quality, customer satisfaction, and brand-related antecedents on consumer behaviour. The findings reveal that factors like Food Quality, Price/Value for Money, Service Quality, customer satisfaction, etc. significantly influence customer choice and loyalty. An integrated customer acquisition and retention model was developed and empirically validated establishing the interconnected roles.

Sustainable luxury consumption: Investigating consumer perceptions and willingness to purchase luxury brands in emerging markets

Tinashe Chuchu

School of Business Sciences,
University of the Witwatersrand, South Africa

Keywords

luxury consumption, luxury brand price perception, consumer attitudes, attraction toward luxury brands, willingness to buy, emerging markets

Abstract

This study investigates how luxury brand price perception and attraction toward luxury brands influence consumer attitudes and willingness to buy luxury brands in emerging markets amid increasing sustainability considerations. A conceptual model was developed to examine the relationships among luxury brand price perception, attraction toward luxury brands, consumer attitudes, and willingness to buy luxury brands. Using a quantitative research design, data were collected through an online structured questionnaire from 267 luxury brand consumers in South Africa using convenience sampling. Multiple regression analysis was employed to test the proposed relationships. The findings reveal that luxury brand price perception positively and significantly influences attraction toward luxury brands, consumer attitudes, and willingness to buy luxury brands. Attraction toward luxury brands also positively influences consumer attitudes and willingness to buy, while consumer attitudes exert the strongest effect on purchase willingness. These findings confirm the central role of consumer attitudes in translating luxury-related perceptions into purchase intentions. The study contributes to luxury consumption literature by providing empirical evidence from an emerging market and offers managerial insights for positioning premium pricing and enhancing brand attractiveness to strengthen positive consumer attitudes and increase consumers' willingness to buy luxury brands.

Climate change risk and financial sector development in the EMEA region: Evidence from the pooled mean group autoregressive distributed lag (PMG-ARDL) approach

Silas Marimo

Oliver Takawira

University of Johannesburg, South Africa.

Keywords

Climate change risk; Financial sector development; Financial markets; Financial institutions; PMG-ARDL; EMEA; Sustainable finance

Abstract

This study examines the impact of climate change risk on financial sector development in selected Europe, Middle East and Africa (EMEA) countries. Specifically, it investigates the long-run and short-run effects of climate change risk on financial market and financial institution development while assessing regional heterogeneity across the EMEA region. The study employs annual panel data for selected EMEA countries obtained from the International Monetary Fund, World Bank, Notre Dame Global Adaptation Initiative (ND-GAIN), and other internationally recognised databases. Financial sector development is measured using the International Monetary Fund's Financial Development Index, while climate change risk is captured using a composite Climate Change Risk Index. The Pooled Mean Group Autoregressive Distributed Lag (PMG-ARDL) estimator is utilised to estimate both long-run and short-run relationships following panel unit root, cross-sectional dependence, multicollinearity, and cointegration diagnostics. The empirical findings indicate that climate change risk exerts heterogeneous effects on financial sector development across the EMEA region. In the long run, climate change risk positively influences financial market development in countries with advanced financial systems and strong climate finance mechanisms, particularly in Europe. Conversely, climate change risk adversely affects financial institution development in several African and Middle Eastern economies characterised by lower institutional resilience and regulatory capacity. The findings highlight the need for climate-responsive financial regulation, strengthened institutional resilience, expanded sustainable finance initiatives, and region-specific policy interventions to enhance financial sector sustainability under increasing climate uncertainty.

Emotional intelligence as a predictor of effective leadership: An empirical examination of leader-follower dynamics and performance outcomes

Abimbola Dada

University of the West of Scotland, United Kingdom

Keywords

Emotional Intelligence; Leadership Effectiveness; Leader-Member Exchange; Transformational Leadership; Team Performance.

Abstract

Purpose: This paper explores emotional intelligence as a predictor of an effective leader and its role in developing relationships between a leader and team members, employee attitudes, and team performance, based on Ability-Based Emotional Intelligence Theory, Transformational Leadership Theory, and Leader-Member Exchange (LMX) Theory.

Design/methodology: A quantitative survey design was used, with data gathered from 300 employees in education, healthcare, retail and public service. Descriptive statistics, reliability analysis, correlation, and regression analyses were conducted.

Findings : The findings indicate that emotional intelligence plays a significant role in enhancing leadership effectiveness by strengthening leader–member relationships, increasing employee job satisfaction, and improving overall team performance. Results showed moderate emotional intelligence ($M = 2.60\text{--}3.38$), with highest scores in understanding own emotions ($M = 3.38$) and lowest in emotional awareness ($M = 2.60$). Reliability was strong (Cronbach's $\alpha = .82\text{--}.89$). Emotional intelligence was positively correlated with leadership behaviour ($r = .46$), LMX ($r = .42$), job satisfaction ($r = .39$), and team performance ($r = .33$). Leadership behaviour was strongly related to LMX ($r = .51$) and team performance ($r = .48$), while LMX was linked to job satisfaction ($r = .55$). Regression analysis confirmed emotional intelligence as a predictor of transformational leadership ($\beta = .46$, $R^2 = .21$) and LMX ($\beta = .42$, $R^2 = .18$), with LMX predicting job satisfaction ($\beta = .55$, $R^2 = .30$) and leadership behaviour predicting team performance ($\beta = .48$, $R^2 = .23$).

Practical implications and Conclusions: The results confirm a relational leadership model where emotional intelligence improves leadership effectiveness, employee satisfaction, and team performance. The study emphasises the strategic importance of developing emotional intelligence in leadership training and organisational performance management. Organisations should prioritise emotional intelligence in leadership development by integrating it into training, recruitment, and performance management. Enhancing leaders' emotional competencies can strengthen leader–follower relationships, improve employee satisfaction and engagement, and ultimately boost team performance and organisational effectiveness.

Enabling sustainable economic transition through open innovation and emerging technologies

Rana Muhamamd Sohail Jafar

College of Business, Al Yamamah University, Saudi Arabia.

Keyword

Circular economy, PLS-SEM, Open innovation, Technology, Sustainability.

Abstract

The transition from a linear to a circular economy is essential for reducing resource depletion, improving resource efficiency, and minimizing waste generation. This study examines the role of open innovation and technological advancement in supporting this transition. Open innovation is driven by resource availability, governance infrastructure, willingness to adopt change, and knowledge-sharing practices. At the same time, technologies such as big data analytics, the Internet of Things, and additive manufacturing contribute significantly to the development of circular economy practices. Using the frameworks of open innovation and circular economy theories, data were collected from 1,001 participants across different professions and age groups. Partial Least Squares Structural Equation Modelling (PLS-SEM) was applied to analyse the relationships among variables. The findings show that both open innovation and technological capabilities have a significant positive effect on the adoption of circular economy practices. The study offers practical insights for businesses, organizations, and policymakers seeking to accelerate sustainable development through circular economy strategies.

Assessing the Impact of Corporate Governance and TQM on Service Quality in the Telecom Sector

Michael Owusu-Kyei

Business School, Department of Marketing.
Ghana Communication Technology University, Ghana

Paul Dzifa Dzasa

Evangelical Presbyterian University College, Ghana

Keywords

Total Quality Management, Corporate Governance, Telecommunication, Company, Service Quality.

Abstract

The objective of this study is to assess the impact of corporate governance and TQM on service quality in the telecom sector. The study relied on questionnaires as survey instruments to gather data on corporate governance and TQM on service quality. A self-completion questionnaire was administered to customers, employees, and management of MTN Ghana, Telecel Ghana, and AT Ghana. There were 800 respondents from both companies' customers, employees, and management, although 850 questionnaires were administered using the structural equation model (SEM). The collected data were analyzed, and conclusions were derived from the study results. The key finding states that corporate governance and Total Quality Management significantly impact service quality. It is also concluded that the key practices of corporate governance and TQM positively influence employee engagement and equipment & materials, respectively, which positively influence service quality. Moreover, employee engagement and equipment & materials have been identified as significant mediating variables of corporate governance and TQM in achieving service quality in the telecommunication companies in Ghana.

Environmental factors and sustainable investment behaviour: Moderating role of financial literacy

Rizwan Qaiser Danish

Majid Ali

Sarah Javed

University of the Punjab, Pakistan

Keywords

Environment, Sustainable Investment Behaviour, Financial Literacy, Climate Risk

Abstract

Climate change significantly influences investment decisions by creating substantial investment opportunities. The study stems from the fact that emerging economies like Pakistan are heavily reliant on energy intensive sectors (cement, textile, transport, fertilizers, steel, etc.). This study put forwards that the investment behavior and the decisions made under such conditions have now been transformed into a complex relationship. The data was collected from the large retail sector of Pakistan registered with the Pakistan Stock Exchange (PSX). Investors with the last two years were approached for a useable sample of 243 responses. It was found that Perceived climate risk level by investors plays an important role in shaping the overall investment behavior of the investors. This role was mediated by the attitudinal and behavioral constructs like pro-environmental attitude. While researchers have done a lot of work on climate finance, a significant gap existed in evaluating simultaneously, the impact of attitudinal and knowledge factors namely financial literacy in shaping Sustainable investment

behavior which found to be a boundary condition of the relationship. Implications for managers have been discussed.

Business transformation projects-The role of artificial intelligence and communication in enhancing strategic performance (RAICESP)

Antoine Trad

Institute of Business and Information Systems Transformation Management, France

Keywords

Artificial intelligence, complex communication techniques, AI, requirements, strategic business transformation projects, performance, enterprise and business architecture, decision-making

Abstract

This chapter's targeted focus is on the usage of Artificial Intelligence (AI) Subdomains (AIS) and especially Complex Communication Technics (CCT) in enhancing business performance. Knowing that enhancing business performance needs frequent Business Transformation Initiatives or Projects (BTIP). BTIPs are complex because there are many standard and AI tools and methodologies that are difficult to integrate with the enterprise's legacy constructs. Therefore, the BTIP adopts an In-House Implemented (IHI) RAICESP-based Transformation Framework (simply Framework) and the Framework integrates a Natural Language (NL) Processing (NLP) integration environment to define, manage, integrate, and improve RAICESP's Features (RAICESPF). The RAICESP needs an interdisciplinary approach and advanced Polymathics basics. The hyper-evolution of technologies and managing RAICESPs has started from casual communication, to written documents (by domain specialists), and today BTIPs use AI, CCT, and modelling methodologies to avoid the misinterpretation of verbal communication and written documents or prose. RAICESPs' models present concise business scenarios and solutions. The evolution of AIS and NLP Integration Environments (NLPIE), has the aim of improving RAICESPs and related features' management in general, but it reestablishes the "old" pseudo prose-age, in which requirements' definitions were documented in prose format and their generation by AISs makes features and requirements management even fuzzier, therefore how to manage such an evolution? Or is it rather a regression? And the main research question is: How can a BTIP manage and enhance RAICESPs' and common features and requirements' implementations without regressions? The probable answer would be "Using refinement, modelling, and architectural methodologies" to support the CCT, which is difficult to integrate with automated AISs, NLPIEs... This chapter proposes a Framework, CCT, and a realistic set of RAICESPs' management recommendations.

Business transformation projects-polymathics, artificial intelligence, and patterns (PAIP)

Antoine Trad

Institute of Business and Information Systems Transformation Management, France

Keywords

AI, Learning Processes, Patterns, Design Principles, Enterprise Architecture, Business Transformation Framework, Ratings/Weightings Concepts, Polymathics, Enterprise Agile Methods, Organizational Engineering, Mathematical Models, Critical Success Factors, and Performance Indicators.

Abstract

This chapter presents how to design Polymathic Artificial Intelligence (AI) patterns and how to use them in the Design Principles phase(s) (PAIP). AI-based Patterns (AIbP) are designed, architected, and supported by an in-house Polymathic Generic Learning Process(es) (simply Learning). Learning is transcendent to any transformation domain and AI topic. The transcendent PAIP also uses pattern-based interfaces to support all AI (and related technology) sub-domains, like Data Sciences (DS), Machine Learning (ML), Deep Learning (DL), Operations Research (OR), Qualitative/Quantitative methods, and others. The PAIP uses existing author's research works and a transformation framework that is specialized in Enterprise Transformation Projects (simply Project) (Trad, 2024a). Knowing that Projects have eXtreme High Failure Rates (XHFR), and AI makes it even more complex. PAIP standardized access to AI operations, supports operational activities for the enterprise (simply Entity). Such operations' integrity is supported by the Applied Holistic Mathematical Model (AHMM) for AI (AHMM4AI), which is the product of research in the domains of AI, business engineering, organizational engineering, information technology, and applied mathematics. PAIP applies Polymathics, which is interdisciplinary and is founded on the Polymathic Enterprise MetaModel (PEMM).

The interplay between remittances, currency volatility and bank performance in zimbabwe

Oliver Takawira

Silas Marimo

Bothwell Ndou

University of Johannesburg, South Africa

Nigel Mutumha

Success Bank, Zimbabwe

Keywords

Remittances; currency volatility; bank performance; ARDL; Zimbabwe; F24; G21; E44; C22; O55

Abstract

This study examines how remittance inflows and currency volatility influence bank performance in Zimbabwe while controlling for output growth, inflation, broad money growth and real interest rates. Annual observations supplied for 1976–2025 were screened for econometric usability. Because the exchange-rate series is rounded to zero in early years, currency volatility was computed as the absolute annual logarithmic exchange-rate change for the positive-rate period, yielding an estimation sample of 1993–2025. A parsimonious ARDL and its unrestricted error-correction representation were

estimated. The bounds statistic indicates evidence consistent with a long-run levels relationship, but the error-correction coefficient is negative, small and statistically insignificant. In the short run, remittances and currency volatility are statistically insignificant, while lagged inflation is negative, lagged money growth is positive and lagged real interest rates are positive. The results caution against assuming that remittance inflows automatically improve bank performance in an unstable currency environment. Policy coordination that channels remittances through formal banks while reducing exchange-rate and inflation uncertainty is more important than inflow volume alone.

The impact of air transport infrastructure on the efficiency of using the region's production and resource potential

Gulnara Huseyinova

National Aviation Academy, Azerbaijan

Keywords

Region, production potential, resource potential, air transport infrastructure, economic agglomeration, impact, sustainability, integration

Abstract

The purpose of the study is to substantiate the scientific and theoretical provisions of the assessment of the impact of air transport infrastructure on the efficiency of using the region's production and resource potential. Research methodology - comparative analysis and synthesis, scientific abstraction, logical generalization methods were applied in the research process. After the database on the activities of new international airports put into operation in the liberated territories of Azerbaijan is formed, it is recommended to build a function that takes into account the passenger flow factor in air transport, calculate the elasticity coefficient included in it, apply the Difference in Differences (DiD) method, and simulate the effects on airports and surrounding areas on the basis of a panel data model. Research results - directions of positive impact of air transport infrastructure on the circular transformation of the region's resource potential into production potential, as well as on the formation of economic agglomerations were revealed. The applied significance of the study - the substantiated provisions and the obtained results can be used in the preparation of regional development programs, taking into account the factor of new airports. Scientific innovation. The directions of the impact of air transport infrastructure on the efficiency of using the production and resource potential of the region, the formation of a sustainable ecosystem have been determined, and the prospects of the impact of new airports in the country on the reintegration of surrounding areas have been shown. For the first time, the directions of the catalytic impact of air transport infrastructure on local initiatives promoting the efficient use of resources and the environment for the formation of economic agglomerations have been determined.

The quantitative and econometric analysis of the relationship between higher education indicators and economic growth

Huseynova Sarbiya
Baku State University, Azerbaijan

Keywords

Human capital, Higher education, Economic growth, Econometric model, OLS, EViews.

Abstract

This study examines the impact of higher education indicators on real economic growth (GDP) in Azerbaijan between 2022 and 2025 using quantitative and econometric methods. Grounded in the human capital-augmented Solow Production Function and building upon recent empirical frameworks, a Log-Log regression model was specified and estimated via the Ordinary Least Squares (OLS) method using quarterly data. The empirical results indicate that a 1% increase in higher education expenditures leads to an average increase of 0.22% in real GDP. Furthermore, the expansion of enrollment quotas for STEM (science, technology, engineering, and mathematics) disciplines during this period acted as a critical catalyst for the diversification of the non-oil sector.

The inclusion of sustainability in the business model of South African listed companies, measured through ESG integration

Cyprian Teffo
Shelly Herbert
University of Cape Town, South Africa

Keywords

Business model, ESG, integration, sustainability

Abstract

The International Integrated Reporting Council, now operating under the IFRS Foundation, developed the International Integrated Reporting Framework (IR Framework) to support organisations in reporting their value creation. The framework emphasises the value creation process across six capitals, driven by an organisation's business model, with a primary focus on value for investors. Alongside the IR Framework, the King IV Report on Corporate Governance, and the Global Reporting Initiative (GRI) advocate integrating sustainability into the business model. This study establishes criteria to assess whether sustainability, through environmental, social, and governance (ESG) principles, is embedded in companies' business models. The criteria are based on key elements of the integrated report, including risks and opportunities, outlook, performance, strategy and resource allocation, and governance. It argues that incorporating sustainability into these elements fosters a sustainable business model. The criteria are applied to the Top 40 companies listed on the Johannesburg Stock Exchange for 2015 and 2020. The findings indicate notable progress in ESG integration by 2020 compared to 2015. Larger companies consistently demonstrated a higher level of integration. Based on the data, ESG-focused subcommittees are common and ESG-related remuneration targets for chief executive officers remain limited, particularly among smaller companies. These findings provide guidance for policymakers and organisations seeking to strengthen the integration of sustainability.

Effects of price shocks of major commodities on Ghana's economic growth: A vector autoregression approach

Moses Kyei

Daniel Adumuah Nortey

Ghana Institute of Management and Public Administration (GIMPA), Ghana

Lucas Kofi Kwarshie

Duapa Agri Products Limited, Ghana

Michael Darko Ashaley

Korle Bu Teaching Hospital, Ghana

Elijah Wiredu

Ghana Education Service, Ghana

Keywords

Commodity price shocks; Economic growth; Inflation; Vector error correction model, Ghana.

Abstract

The purpose of this study is to explore how shocks in major commodities prices affect Ghana's economic growth. Being heavily reliant on cocoa, gold and crude oil exports place Ghana at risk from external shocks in the prices of these primary commodities. The study uses annual time-series data and employs a Vector Autoregression (VAR) estimation technique. Further, the Composite Commodity Price Index is derived using Principal Component Analysis (PCA). Stationarity and cointegration tests were performed with unit root and Johansen cointegration tests followed by application of an error correction model (VECM), impulse response functions, and variance decomposition to capture short-run dynamics and long-run effects.

The results established a stable long-run equilibrium relationship between commodity prices, inflation and economic growth. The evidence indicates that such shocks have a large positive impact on inflation and a negative and statistically significant impact on growth. Additionally, we establish the presence of bi-directional causality between major commodities prices and inflation. The results of the impulse response and variance decomposition revealed that commodity price shocks have inflationary effects as well as output effects which die out over time.

The study concluded that Ghana is exposed to inflation instability and growth slowdowns due to global commodity market reliance. The results have significant policy implications as the researchers highlighted the need for export diversification, strengthened stabilization mechanisms, coordination of fiscal and monetary policies management to mitigate the adverse impact of commodities prices shocks to enhance long run growth.

Digital technologies and ecological transition of food systems: A grounded theory analysis of blockchain's contributions to stakeholder engagement in the food transition

Luckenson Loudior

Tian Zeng

Josée Laflamme

University of Quebec at Rimouski (UQAR), Canada

Keywords

blockchain, ecological transition, food waste, food systems, Grounded Theory, stakeholders, traceability, transparency

Abstract

Food systems face a dual challenge: meeting the growing demand for food products while reducing their environmental impact. This situation calls for ecological shifts to foster a transition toward more responsible behaviors. Such an ecological transition requires greater collaboration among producers, processors, distributors, policymakers, and consumers within food supply chains. However, these chains are often characterized by opacity, mistrust, and difficulties in mobilizing all stakeholders around shared objectives. This article aims to provide an abductive understanding of how blockchain influences stakeholder engagement in food supply chains within the context of the socio-ecological transition of Quebec's food systems. To this end, a grounded theory approach was adopted from an interpretive epistemological perspective. Ten semi-structured interviews were conducted with stakeholders from food supply chains to validate the emerging theory. The findings highlight three main functions of blockchain technology: traceability, transparency, and the reduction of food waste. These functions led to the proposition of an emerging theory whereby blockchain acts as a lever for engagement at three levels (micro, meso, and macro), respectively encouraging changes in behaviors, practices, and governance within food systems. From a scientific standpoint, the study strengthens Freeman's stakeholder theory and Geels' multi-level perspective. It also contributes to research on ecological transition, technological innovation, and stakeholder engagement. From a managerial perspective, the study provides an analytical framework to guide project leaders involved in the implementation and/or adoption of blockchain technology in agri-food systems.

Balancing human and artificial intelligence in strategic decision-making: governance, authority and sustainable digital transformation in global technology consulting firms

Zodi-Ann Clachar

Diego Navarra

University of Hull, United Kingdom

Keywords

Artificial Intelligence; Digital Transformation; Governance; Human-AI Collaboration; Strategic Decision-Making; Sustainability

Abstract

Artificial Intelligence (AI) is now firmly embedded within organisational decision-making processes, reshaping how firms analyse information, formulate strategy, and manage uncertainty. While AI offers significant opportunities for enhanced efficiency and data-driven insights, questions remain regarding the preservation of human judgement, accountability, and governance in strategic

decision-making. This study examines how human and AI actors interact to shape strategic decision-making frameworks in global technology consulting firms undergoing digital transformation.

Using an interpretivist, inductive qualitative research design, the study adopts a multiple-case approach focusing on IBM, Accenture, Deloitte, and Capgemini. Documentary data published between 2018 and 2024, including corporate governance reports, AI strategy publications, responsible AI frameworks, and digital transformation reports, were analysed using thematic analysis supported by NVivo. The study is grounded in Structuration Theory and Actor-Network Theory to explore how authority is both institutionally reproduced and socio-technically enacted within AI-mediated environments.

Four interrelated themes emerged: the specification of decision authority, the recasting of managerial roles, variations in oversight and override mechanisms, and the production of strategic outcomes through socio-technical interaction. Findings reveal that although all four firms maintain formal commitments to human accountability, the practical strength of human oversight varies considerably according to governance arrangements, workflow integration, assurance practices, and organisational scale. The study develops a Hybrid Human–AI Decision-Making (H2ADM) framework that distinguishes structural, operational, and symbolic authority and introduces the concept of an override threshold to explain when human intervention remains meaningful rather than procedural.

The paper advances emerging debates on responsible AI governance and sustainable digital transformation by showing that long-term organisational resilience depends not only on AI capability but also on preserving managerial discretion, critical judgement, and transparent accountability structures. The findings offer practical implications for organisations seeking to implement AI technologies while maintaining sustainable governance and effective strategic leadership.

Unveiling the impact of artificial intelligence on economic growth: An inter-regional evidence from macroeconomic panel data

Asma Awan

University of the Punjab, Pakistan

Keywords

Artificial Intelligence, Economic Growth, East Asia, Eastern Europe, Latin America and the Caribbean, Western Europe

Abstract

Purpose of the research: Artificial Intelligence (AI) is a major technological upheaval of Industry 4.0 with far reaching macro-economic implications across the globe. This study investigate the impact of AI on economic growth using macro dataset of 45 global economies during 2010-2023. The economies are grouped into four regions including Latin America and the Caribbean, Western Europe, Eastern Europe and East Asia.

Methodology: The economic growth is modelled as a function of AI innovations, production inputs including physical capital and human capital, control regressor including institutional quality and inflation. The study employs PMG-ARDL (Panel Pooled Mean Grouped-Autoregressive Distributed Lag) method.

Findings: The significant positive impact of AI innovations on productivity led growth is only found in the sample of Western Europe. The short run and long run results empirically confirm regional heterogeneity in the AI-economic growth relationship.

Practical implications and Conclusions: The regional heterogeneity reflect differences in economic characteristics, degree of AI adoption, quality of institutions and human skills across regions. Therefore, provision of more stable AI landscape and striking a balance between automating human tasks and augmenting human skills with AI is needed.

Green leadership and sustainable innovation practices: The mediating role of environmental commitment and organizational learning

Vidhu Gaur

Management Development Institute, Gurgaon, India

Keywords

Green Leadership, Sustainable Innovation Practices, Environmental Commitment, Organizational Learning, Sustainability, Innovation.

Abstract

The increasing emphasis on environmental sustainability has compelled organizations to adopt innovative practices that balance economic growth with ecological responsibility. Leadership has emerged as a critical factor in driving sustainability initiatives and fostering innovation within organizations. This study examines the influence of green leadership on sustainable innovation practices, with environmental commitment and organizational learning serving as mediating variables. Drawing upon the Resource-Based View (RBV), Social Learning Theory, and the Natural Resource-Based View (NRBV), the study proposes a conceptual framework explaining how environmentally responsible leadership behaviors encourage employee commitment toward environmental goals and promote organizational learning processes, ultimately enhancing sustainable innovation practices. The paper contributes to the growing literature on sustainable management by highlighting the strategic role of green leadership in achieving long-term environmental and organizational performance. The findings provide valuable implications for managers, policymakers, and researchers seeking to promote sustainability-oriented innovation in contemporary organizations.

The empathy-infrastructure gap: Leadership and staff wellbeing in UK secondary special schools

Natalia Cozlov

Shohail Choudhury

Regent College London, London

Keywords

Emotional labour; intersectionality; leadership; special schools; staff wellbeing; United Kingdom

Abstract

UK secondary special schools face a structural wellbeing crisis that existing leadership frameworks have not adequately addressed. This empirical study investigates how leadership practices contribute to that crisis, introducing the Empathy-Infrastructure Gap: the organisational condition in which leaders express care but institutional systems fail to protect staff against chronic work demands. A sequential mixed-methods design was used, combining a survey of 54 staff with semi-structured interviews involving 12 participants. Findings indicate that over 61 percent of respondents reported daily exhaustion, and cross-tabulation suggested that learning support assistants, agency workers, and neurodivergent staff experienced the highest strain with the least institutional recourse. The study proposes the Emotionally Sustainable Leadership (ESL) framework, integrating emotional labour theory, Conservation of Resources theory, intersectionality, and care ethics. ESL argues that staff wellbeing requires governance commitments rather than cultural gestures alone: protected recovery time, equity-differentiated support, and enforceable accountability structures.

The influence of instagram marketing on generation Z purchase intentions: A case study of aloe herbal organic skincare in Nepal

Prakriti Karki

Flomny Menon

Regent College London, United Kingdom

Keywords

Instagram marketing, Generation Z, purchase intention, authenticity, influencer marketing, user-generated content, organic skincare, Nepal, mixed methods, emerging markets

Abstract

The study under consideration delves into Instagram marketing, which has a marked effect on the purchasing intentions of Generation Z people regarding Aloe Herbal Organic Skincare in Nepal. This area is a near-blank space and provides an emerging market for all other literature on social media marketing. The combination used in the methodology for collecting primary data was qualitative and quantitative methods, through structured Likert-scale surveys which had 63 questions given to 71 respondents from Gen Z and semi-structured qualitative interviews conducted with two key informants from the management team of Aloe Herbal.

The data were analysed through Pearson correlation, Multiple regression, and Theme analysis. The composite regression model explained 52.7% of the variance in purchase intention. The most influential predictors were Perceived Authenticity ($\beta = 0.374$, $p = 0.010$; $r = 0.667$, $p < 0.01$), followed by Hashtags and User-Generated Content ($r = 0.564$), Visual Content Quality ($r = 0.495$), and Trust ($r = 0.492$).

Qualitative findings echoed these quant results, which identified authenticity, micro-influencer collaboration, and community-driven UGC as the three most powerful pillars underpinning the Instagram strategy at Aloe Herbal. Eight peer-reviewed secondary sources were thematically analysed additionally to verify the primary findings. Original empirical research has been undertaken in a context geographically and sector ally understudied, with a multi-theoretical framework combined from 6 different theories and practically grounded strategic advice given for organic skincare brands targeting Gen Z consumers of South Asian emerging markets.

Beyond sustainability: How luxury resale platform trust signals shape luxury brand perceptions among UK generation Z consumers

Ummay Sanjida Suborna Shilu

Maria Busen-Smith

Regent College London, United Kingdom

MD Nazmul Islam

Arden University, United Kingdom

Keywords

Luxury Brand; Resale platforms; Trust Signals; Generation Z consumers; Sustainability; Signalling Theory

Abstract

The rapid expansion of luxury resale platforms is transforming contemporary luxury consumption by integrating digitalisation, circular economy principles, and evolving consumer values into traditionally exclusivity-driven markets. This study examines how sustainability motivation, platform features, resale participation, and perceived authenticity influence luxury brand perception among UK Generation Z consumers.

Grounded in Signalling Theory, the research differentiates four categories of trust signals – authentication systems, seller ratings, customer reviews, and transparency mechanisms – and explores how each operates uniquely to reduce uncertainty and shape brand evaluations. A quantitative survey of 120 UK Generation Z consumers with prior experience on resale platforms (Vestiaire Collective, Depop, The RealReal, eBay Luxury, Vinted) was conducted. While the sample provides valuable insights, limitations in generalising findings to broader populations, other age groups, or international luxury markets are discussed. Results indicate that platform trust features exert the strongest influence on luxury brand perception, whereas sustainability motivation and resale participation do not have significant direct effects. Perceived authenticity does not mediate the relationship between platform features and brand perception, suggesting that consumers rely predominantly on platform-level trust signals in forming brand evaluations. The study extends Signalling Theory by demonstrating that trust mechanisms function as direct determinants of luxury brand perception and reconceptualises luxury value formation as increasingly platform centric.

Practical implications recommend that luxury brands strategically collaborate with resale platforms, maintain brand equity across primary and secondary markets, and leverage trust-building mechanisms – such as authentication, reviews, ratings, and transparency – without compromising exclusivity or prestige.

Impact of international work experience on employability and career competitiveness of south african returnees

Emmanuel Mutambara

Emihle Luwaca

NWU Business School, Potchefstroom, South Africa

Keywords

Brain gain, career capital, employability, international work experience, return migration, skill transfer.

Abstract

This study examines the impact of international work experience (IWE) on career competitiveness and employability among South African returnees. This research explores ways in which IWE promotes the development of human, social and motivational capital and assesses how this capital formations affect returnees' performance outcomes in South Africa's labour marketplace. The primary objectives are to: (1) evaluate the extent to which IWE enhances valuable work skills; (2) assess perceived career benefits or drawbacks post-return; (3) identify specific workplace reintegration challenges; and (4) propose supportive policy measures to better attract, retain, and integrate talent with IWE within local industries. A quantitative research design was used, with the structured online survey sent to South African professionals with at least two years of international experience who returned over the last ten years. Using descriptive and inferential statistics, a survey was used to identify significant patterns in transferability of skills and upward mobility. IWE is shown to significantly enhance participants' strategic decision-making, leadership, communication, and technical skills. Despite these positive indications, the systemic challenges of reintegration, particularly in skills being underutilised and salaries being mismatched, impede the full realisation of these career benefits. As such results show that IWE is a strong internal resource but an inconsistent external signal within the domestic labour market. The research calls for better policies, formal recognition of international qualifications, and educating employers about global competencies, so that returning talent could be linked to the market.

Azerbaijan's new regional management system: Economic development and global perspectives

Huseynova Khatira

The Academy of Public Administration
Under the President of the Republic of Azerbaijan, Azerbaijan

Keywords

Regional management, Azerbaijan, economic development, decentralization, governance, regional policy.

Abstract

This study examines Azerbaijan's New Regional Management System (NRMS) implemented during 2020–2026 and evaluates its role in promoting economic diversification, regional development, decentralization, and sustainable governance. The paper investigates the institutional architecture of the new system, the responsibilities of local and central authorities, and the economic outcomes associated with regional reforms. Special attention is devoted to labor-market transformation, innovation policies, investment flows, public-private partnerships, transparency mechanisms, and regional inequalities.

The findings indicate that the NRMS has strengthened regional coordination, improved infrastructure delivery, expanded non-oil economic activities, and increased institutional cooperation. The paper concludes with policy recommendations focused on institutional modernization, innovation-driven development, digital governance, anti-corruption mechanisms, and inclusive regional growth.

Digital Infrastructure as learning Space: How virtual and physical environments co-create sustainable university ecosystems

Evangelia Fragouli

Kingston University, United Kingdom

Keywords

Digital infrastructure; learning spaces; hybrid learning; sustainability; student experience; digital inequality; university ecosystems

Abstract

This paper examines how digital infrastructure – platforms, data flows, virtual classrooms and AI-enabled tools – now operates as a core component of the university learning environment, co-constituting educational space alongside physical campuses. Drawing on a conceptual analysis informed by sustainability theory, learning-space scholarship and emerging research from the Global South, the paper argues that digital infrastructure is no longer an adjunct to campus design but a central determinant of pedagogical, social and financial sustainability. The study analyses how hybrid learning ecosystems redistribute learning across physical and virtual environments, challenging traditional assumptions about attendance, engagement and spatial belonging. Second, it examines how digital infrastructures shape pedagogical sustainability by enabling flexible, self-directed and informal learning practices, while simultaneously introducing new inequities related to access, digital literacy and infrastructural fragility – issues particularly acute in emerging economies. Third, it considers the organisational and governance implications of treating digital systems as learning spaces, highlighting the interdependence between curriculum design, assessment practices, timetabling, student experience and institutional strategy. The paper contributes to current debates by reframing digital infrastructure as a spatial, relational and sustainability-critical dimension of university ecosystems. It proposes a framework for evaluating hybrid learning environments that integrates ecological, pedagogical, social

and financial sustainability, with particular attention to contexts where digital capacity is uneven or constrained. By foregrounding perspectives from the Global South, the paper challenges dominant Global North assumptions about digital transformation and argues for more inclusive, context-sensitive approaches to designing sustainable learning environments. The analysis offers actionable insights for educators, campus planners and policymakers seeking to reimagine university spaces for a digitally mediated future.

Digitalised talent protocols and sustainable workforce synergies in telecommunication regulatory hubs in Ibadan, Nigeria

Akinbo Tina Martha

Lead City University, Nigeria

Keywords

Digitalised talent procedures, workforce synergy, regulatory performance, digital infrastructure, Ibadan

Abstract

This paper examined digitalised talent procedures and sustainable workforce synergies in telecommunication regulatory centres in Ibadan, Oyo State, in the context of the digitally expanding telecommunications industry in Nigeria and the continued skills shortage. Talent structures were behind, even in the face of high technology adoption, and this resulted in productivity and retention gaps. The previous literature confirmed the positive associations between digital transformation and performance without considering regulatory hubs. The study is anchored in the Unified Theory of Acceptance and Use of Technology (UTAUT) and involved the evaluation of the impact of digital talent protocol on productivity, the impact of digitalised infrastructure on workforce synergy, and the effects of synergy on regulatory performance. Descriptive statistics and multiple regression were utilised to analyse a cross-sectional survey of 420 employees of leading firms. Findings revealed that e-learning ($b=0.41$, $p=0.001$), talent automation ($b=0.38$, $p=0.001$), and digital onboarding ($b=0.32$, $p=0.003$) have a significant positive influence on productivity. Synergy was most strongly predicted by cloud communication ($r=0.52$) and knowledge repositories ($r=0.50$) and team coordination was most strongly correlated with regulatory performance ($r=0.55$). In conclusion, the sustainability of regulatory performance is made through digital talent protocols and infrastructure acceptance, which enhances synergy. Thus, the Ministry of Communications requires the automation of digital talents; NCC implements infrastructure policies; the leadership instills regulatory excellence based on synergy.

Cooperatives as transformative agents in entrepreneurship

Sizwe Mkwanazi

University of Johannesburg, South Africa

Keywords

Transformation, Cooperatives, Entrepreneurship, Agency and Equality

Abstract

Entrepreneurship dates to Adam Smith and his work entitled the "Wealth of Nations". As a concept and a practice has been adopted across the globe and is seen as a cause for addressing societal problems through innovation, creativity and establishment of profitable businesses out of original ideas. However, entrepreneurship as a dominant hegemony continues to be promoted as an elitist

Silicon Valley practice and labels other entrepreneurial approaches as inadequate. As such this paper demonstrates entrepreneurialism amongst cooperative enterprises. Cooperatives are unique forms of enterprises. They are member owned, democratically controlled, autonomous and are interested in surplus over profit. In their character they still embrace entrepreneurship as they seek new opportunities. Theoretically, the paper deals with issues of agency and structure which is debated as an approach that opens entrepreneurship for non-investor-owned enterprises such as cooperatives to begin to influence this practice in a transformative way. Methodologically, the paper is qualitative, it draws on two case examples in clothing production and finance cooperative sectors. The study has complied with all relevant research ethics requirements. The findings show that cooperatives in their practice of entrepreneurialism transform entrepreneurship as a profit driven motive towards making it a human centred business practice. Cooperatives by nature they seek to benefit members and communities before profit. Their recent approach to exploring new opportunities through entrepreneurship has landed cooperatives an opportunity to show a different angle to doing business. They offer interest free loans, high quality clothing and access to affordable school uniforms which is contrary to the conventional business practice of businesses that seek to maximise profits at all costs. This paper concludes that cooperatives stand a great chance in transforming society through entrepreneurship. The paper also notes that cooperatives must realise that transforming entrepreneurship is as an agentic move. As a matter of agency, the transformation in entrepreneurship will sustain cooperatives as businesses is society and benefit them as business built on human values. Additionally, cooperatives must be more intentional about transforming entrepreneurship whilst taking advantages of the innovation and creativity that this practice has to offer.

Exploring the impact of an innovative economy on global development

Turkan Eyubova

The Academy of Public Administration under the
President of the Republic of Azerbaijan, Azerbaijan

Keywords

Azerbaijan, Innovation economy, Global economic transformation, multi-speed development model, World-systems theory, Structural asymmetry in globalization, Science and technology policy

Abstract

This article explores the relationship between the rise of an innovative economy and the emergence of a new global development model. Tracing globalization's historical trajectory – from maritime discoveries and colonial empires to the Industrial and Neoliberal Revolutions – it highlights the current phase, marked by technological innovation and rapid economic transformation. Drawing on the "wheels without brakes" theory and the "cappuccino effect," the study illustrates how this new wave of globalization fosters a multi-speed, multi-tiered global economy composed of dynamic cores and dependent peripheries. Using world-systems analysis, the article hypothesizes that innovation economics is a driving force behind the formation of a new global development system. The research aims to define innovation economics, examine its global impact, and assess its implications for both developed and developing nations. The conclusion emphasizes the need for inclusive policy frameworks to manage the transition toward innovation-based economies, while acknowledging the potential risks of increased inequality and uneven development.

It is reported that in recent years, Azerbaijan has considered the development of its innovation economy as a strategic priority and has implemented consistent reforms and large-scale programs in this area.

A balanced scorecard analysis of agency and structural challenges in agricultural cooperatives

Millicent Malomane

Sizwe Mkwanazi

University of Johannesburg, South Africa

Keywords

Cooperatives, Structure, Agency, Balanced-Scorecard and Agriculture

Abstract

Entrepreneurship This study investigates the challenges faced by agricultural cooperatives in the agri-business sector of Bushbuckridge, Mpumalanga Province. The research sought to understand the motivations for cooperative formation, the contributions of cooperatives to community livelihoods, and the operational, financial, and governance challenges that constrain their sustainability. The study draws on the structure and agency literature in unpacking the challenges facing cooperatives. The body of literature explored covers financial constraints, governance and leadership challenges, market access challenges, infrastructure challenges, social and cultural barriers, and climate change risks. Data were collected through interviews with cooperative members and were analysed thematically. The findings reveal recurring themes including water scarcity and infrastructural deficits, financial constraints and dependence on limited government support, governance and leadership challenges, market access barriers, and youth disengagement. Despite these constraints, cooperatives contribute significantly to food security, household income, and social cohesion, demonstrating resilience in the face of adversity. The study further tests these findings against the Balanced Scorecard (BSC) framework. While the BSC captures financial and customer-related aspects, it fails to adequately account for the social, environmental, and generational dimensions that are central to cooperatives. In particular, the BSC does not address youth involvement, resilience strategies, or the developmental role of cooperatives in rural communities. This critique highlights the need for an expanded evaluative framework that integrates financial, social, and environmental indicators. The study contributes to both academic debates and policy discussions on rural development by highlighting the limitations of applying conventional business frameworks to community-driven agricultural enterprises.

Corporate governance perspective on the dilemmas of corporate fraud detection and the emergence of forensic accounting

Michael Nana Owusu-Akomeah

Stephen Owusu Afriyie

Joseph Asare

Ghana Communication Technology University, Ghana

Isaac Danso

Noble Institute of Business, Ghana

Keywords

Forensic Accounting, Fraud, Economic and Organized Crime Office, Traditional accounting, Corporate Governance

Abstract

The expansion in the quantity of instances of economic extortion because of disappointment of statutory review to recognize and counteract deceitful exercises has given ascent for the administrations of forensic accountants. This paper features how forensic accounting can be utilized to

determine this test. The investigation was a hypothetical research which considered the jobs of forensic accountants in battling fake exercises especially in both public and public organizations, contrasts between forensic accountants also, traditional accountants, and highlights of a forensic accounting and the effect of forensic accountants to distinguish and avoid misrepresentation. From the exploration, it was discovered among others that their administrations will help review boards and individuals in completing their oversight capacities by giving them affirmation on internal review reports. Some of the proposals proffered is for government to improve the expense of procuring the administrations of forensic accountants and to treat guilty parties similarly with no preference.

Analysis of the effect of mergers and acquisition on the financial performance of banks in Ghana.

Isaac Danso

Wilhelmina Odame Ansah

Noble Institute of Business (NIBS), Ghana

Michael Nana Owusu-Akomeah

Florence Boatemaa Obeng

Stephen Owusu Afriyie

Ghana Communication Technology University, Ghana

Keywords

Mergers and Acquisitions; Financial Performance; Commercial Banks; Asset Quality; Capital Base; Liquidity Level; Ghana.

Abstract

In Ghana, most commercial banks have gone into receivership because of their inability to meet the Bank of Ghana's new minimum capital requirement of 400 million Cedis. This has resulted in dwindling of returns on assets, profits, reduced investments and hence instability in the financial sector. To overcome these challenges and improve their financial performance, some commercial banks in Ghana have opted for mergers. The problem nonetheless is that, recent studies to establish the effect of mergers on financial performance of banks has revealed mixed results. While some researchers found a positive and significant effect of mergers on financial performance of banks, others have found no meaningful effect of mergers on financial performance. These inconsistent results make it difficult for players in the banking sector to say with conviction as to whether merging two banks is a viable venture or not.

The effect of mergers on financial performance was measured using liquidity, asset quality and capital base. Multiple regression, descriptive and correlation analysis were performed on the secondary data obtained.

The findings of the study led the researcher to conclude that the three predictor variables which are asset quality, liquidity level and capital base contributed significantly to financial performance at the selected Bank in Ghana.

In spite of the above achievement, the study still found a gap that the three predictor variables could not meet. This means that for the Banks to fully benefit from its merger in terms of financial performance, it must complement asset quality, capital base and liquidity level with other factors and measures.

Determinants of financial inclusion in Egypt: The role of consumer perceived financial regulations, technological infrastructure, and the mediating role of cultural norms

Ziad Amr Heikal

Hamed Essam Said

Youssef Mohamed Ashour

Marwa El Maghawry Ibrahim

Future University in Egypt, Egypt

Keywords

Consumer Perceived Financial Regulations, Cultural Norms, Egypt, Financial Inclusion, Mediation Analysis, Technological Infrastructure

Abstract

Financial inclusion has become an important policy objective due to its role in promoting economic development, reducing inequality, and expanding access to formal financial services. Despite significant progress in Egypt, a portion of the population remains excluded from the formal financial system. This study examines the determinants of financial inclusion in Egypt by investigating the influence of Consumer Perceived Financial Regulations (CPFR) and Technological Infrastructure (TI), while exploring the mediating role of Cultural Norms (CN).

A quantitative research design was employed using primary data collected through a structured questionnaire distributed to individuals in Egypt. Following data screening and outlier removal, the final sample consisted of 142 respondents. Multiple linear regressions and mediation analyses were conducted to test the proposed relationships between the study variables.

The findings indicate that Consumer Perceived Financial Regulations and Technological Infrastructure both have positive and statistically significant effects on Financial Inclusion. Furthermore, both variables positively influence Cultural Norms, which also significantly contribute to Financial Inclusion. Mediation analysis using the Delta Method and Percentile Bootstrap (5,000 resamples) confirmed that Cultural Norms partially mediate these relationships.

The study contributes to the financial inclusion literature by introducing Consumer Perceived Financial Regulations as an underexplored determinant of financial inclusion and by demonstrating the mediating role of Cultural Norms within the Egyptian context. The findings provide practical implications for policymakers and financial institutions seeking to enhance financial inclusion through integrated regulatory, technological, and social initiatives.

Beyond the label: Examining packaging effects on consumer purchase intention for healthy snacks with generational and gender moderation

Noha Magdy El-Sharawy
Future University in Egypt, Egypt

Mostafa ElBolok
Nile University, Egypt

Maha Samir
Misr International University, Egypt

Keywords

Product packaging, purchase intention, Generation Z, Generation Millennials, packaging color, packaging label, packaging material, packaging graphics.

Abstract

Manufacturers are considering healthy snack as a growing consumer market, and have extended investment in the production of healthy snack, However existing literature paid limited attention to examine how the gender and generational differences moderate the relationship between product packaging and purchase intentions in the Egyptian healthy snack industry, this highlights a significant research gap that this study addresses.

This study adopts a qualitative & quantitative approach, & non probability Quota sampling technique to examine the impact of product packaging elements (colors, labels, graphics, and materials) on consumer purchase intention in the healthy snacks sector. With 215 responses out of 384, from different genders and different generations, the results showed that packaging colors and packaging materials has the highest impact on purchase intentions, the results stated also a statistically significant variation among Generations Z and millennials, where the young Generation Z responded less significantly than older Generation Z in their intention to buy healthy snacks due to packaging elements. In contrast, results indicating no statistically significant difference in purchase intention between male and female respondents, and these results align with the two industry experts from healthy snacks retailers in Egypt.

Our study's findings suggest that enhancing packaging materials and colors can increase consumers' purchase intentions towards such snacks, so manufacturers can focus on drivers to purchase intention thereby enhancing the appeal of healthy snacks in a market full with options. where packaging material & colors explains 56.3% effect on Purchase Intention of healthy snacks market, with also significant need to further explore the young Generation Z drivers to purchase intentions in the healthy snack market.

Financial innovation and access to funding among micro, small and medium enterprises in developing countries

Ejiofor, Ngozi Ukamaka

Alex Ekwueme Federal University, Nigeria

Joseph Ajefu

University of Bradford, UK

Keywords

Financial innovation, digital payment innovation, digital lending innovation, mobile banking, access to funding, MSMEs, developing countries.

Abstract

The shortage of funding is a key obstacle facing micro, small and medium enterprises (MSMEs) in developing nations, which restricts their expansion, innovation, and impacts on economic development. The intention of this study was to investigate the financial innovation - financial funding linkage of MSMEs in Nigeria. Particularly, these were linked as relationship between digital payment innovation and accessing government grants, digital lending innovation and accessing FinTech loans, then lastly as mobile and internet banking relationship with access to traditional bank loans. The study used a cross sectional survey design, involving the owners and managers of the MSMEs from Abia, Akwa Ibom and Kogi States, Nigeria. A total sample of 750 participants was captured for the study, the hypotheses were analyzed by using Partial Least Squares Structural Equation Modeling (PLS-SEM) through the SmartPLS 4. The results showed that digital payment innovation significantly contributes to the access to grants. Digital lending innovation was also seen to positively and significantly impact access to FinTech loans. In the same way, access to traditional bank loans also had a significant improvement with the mobile/internet banking services. With regard to financing options, the study concludes that financial innovation is a key determinant of easing the financing constraints and broadening financing opportunities to MSMEs in developing economies. The study suggests that it is necessary for MSME owners and managers to be optimistic in the use of digital payment systems, digital lending platforms, and mobile or smartphone value-added service to better avail their access to a variety of funding sources.

Beyond the postcard: The making of discover busan - reimagining place, people, and purpose in tourism

Sakshi Chhabra
Grace Firsta Lukman
Jue Wang
Kumkum Jaiswal
Saloni Agarwal
Shrestha Suveksha
Emily Roselyn Gouw

Kyungsung University, Busan, Republic of Korea

Keywords

Community Engagement; Destination Discovery; Digital Innovation; Eco-Tourism; Sustainable Tourism;

Abstract

Purpose: Contemporary tourism destinations face increasing pressure to balance destination visibility with environmental sustainability, community well-being, and long-term value creation. This developmental case introduces Discover Busan, a university-led digital tourism initiative developed under the Republic of Korea's RISE Project at Kyungsung University. The initiative explores how digital innovation, design thinking, and sustainable tourism principles can be integrated to enhance destination discovery, promote eco-tourism awareness, and strengthen connections among visitors, local communities, and destination ecosystems.

Design/methodology/approach: A developmental case study methodology was employed to examine the conceptualisation and evolution of the Discover Busan platform. The study combined literature review, stakeholder consultations, field observations, secondary tourism analysis, and an exploratory NVivo-assisted content analysis of visitor reviews collected from Google Reviews and TripAdvisor. Word frequency analysis, thematic coding, and tourism narrative mapping were used to identify visitor perceptions, sustainability-related themes, and underrepresented tourism assets. Insights derived from these analyses informed an iterative design thinking process involving problem identification, ideation, prototyping, and platform development.

Findings: The findings reveal a visibility gap within Busan's tourism ecosystem. While mainstream tourism narratives remain dominated by iconic attractions, visitor-generated content demonstrates growing interest in nature-based tourism, sustainability, community engagement, biodiversity, and authentic local experiences. The analysis suggests that numerous ecological, cultural, and community-based tourism assets remain comparatively underrepresented despite their potential contribution to sustainable destination development. In response, Discover Busan evolved as a prototype platform integrating eco-tourism pathways, destination storytelling, geospatial mapping, curated tourism packages, and personalised visitor experiences designed to facilitate more meaningful destination engagement.

Research limitations/implications: As a developmental case, the study does not evaluate actual platform adoption or long-term visitor outcomes. Nevertheless, the case contributes to the literature on sustainable tourism, eco-tourism, smart tourism ecosystems, digital destination innovation, and place-based value creation. The study demonstrates how design thinking, tourism analytics, and digital technologies can be leveraged to support more inclusive, community-centred, and sustainability-oriented destination development.

Originality/value: Discover Busan advances the concept of tourism for greater good by transforming research insights into a practical destination innovation platform. The case provides a novel example of how universities can act as innovation intermediaries within tourism ecosystems, facilitating collaboration among communities, tourism stakeholders, businesses, and policymakers. By combining eco-tourism awareness, digital destination discovery, and sustainable tourism

entrepreneurship, the initiative offers a transferable model for destinations seeking to balance visibility, value creation, and sustainability in an increasingly digital tourism environment.

Conversational AI for marketing and sales in fashion

Lasta Dangol

Farhan Ali Rind

Regent College London, United Kingdom

Keywords

Conversational AI; Fashion Marketing; Luxury Brands; Relationship Marketing; Brand Engagement; LLMs.

Abstract

With a focus on chatbots, virtual assistants, voice commerce technologies, and conversational agents driven by large language models (LLMs), this chapter examines the revolutionary role of Conversational Artificial Intelligence (CAI) in fashion and luxury marketing. The relational value of CAI in fashion and luxury brand-consumer interactions has received less attention than its technological and operational aspects. Symbolic value, emotional engagement, brand legacy, and customised consumer experiences are characteristics of the fashion and luxury industries. Conversational AI is being used more frequently to enable tailored communication, customer engagement, and large-scale service delivery as digital transformation transforms consumer-brand relationships.

This chapter uses Relational Marketing Theory to fill the conceptual gap in existing literature. Specifically, it draws on Grönroos's Relationship Marketing Process Model and Morgan and Hunt's Commitment-Trust Theory to create a theoretically grounded framework for comprehending how conversational AI builds, maintains, and possibly destroys brand-consumer relationships in fashion contexts.

Key Findings: *The chapter makes the case that conversational AI's value in the fashion industry is essentially relational rather than technological. By encouraging trust, dedication, high-quality communication, and co-created client experiences, effective CAI systems produce value. The chapter illustrates how conversational AI may enhance brand intimacy, relational continuity, and customised interaction with conceptual examples from Burberry, Stitch Fix, and Tommy Hilfiger. The results do, however, also draw attention to important hazards related to relational deterioration, such as privacy issues, perceived surveillance, difficulties with authenticity, and a mismatch between AI interactions and corporate identity.*

Originality: *The Relational Architecture Model (RAM), a revolutionary conceptual paradigm that presents conversational AI as a relational architecture instead of a transactional automation tool, is introduced in this chapter. The model improves knowledge of how co-creative agency, symbolic coherence, and relational depth all influence how well AI-enabled brand interactions work in luxury and fashion marketplaces.*

Implications: *By providing a theoretically based viewpoint on conversational AI adoption, the chapter adds to the growing body of research at the nexus of artificial intelligence, relationship marketing, and fashion management. In practical terms, it offers fashion and luxury firms strategic advice on how to strike a balance between technology innovation and genuine relationship development. In order to maximise relational value while maintaining consumer trust and long-term brand equity, the results highlight the significance of transparent data governance, persistent contextual memory, brand-consistent communication, and hybrid human-AI service models*

AI Driven Trade Facilitation and Digital Governance in International Trade: Opportunities and Regulatory Challenges

Amit Randev
Debashish Lahiri

Centre for WTO Studies, Indian Institute of Foreign Trade, India

Keywords

Artificial Intelligence (AI), Digital Trade Governance, WTO Trade Facilitation Agreement and Data Protection

Abstract

Purpose of the research: Artificial intelligence (AI) is increasingly transforming customs administration, trade facilitation, and cross-border regulatory cooperation. However, the rapid deployment of AI-driven systems has outpaced the development of coherent international legal and governance frameworks, particularly concerning data protection, algorithmic accountability, and equitable participation by developing countries. This paper examines the interaction between AI-enabled trade facilitation and emerging digital governance obligations under the WTO framework, while analysing the growing influence of regulatory regimes such as the EU Artificial Intelligence Act and the General Data Protection Regulation (GDPR) on international trade.

Methodology: The study adopts a qualitative doctrinal and comparative legal-policy methodology. It analyses the WTO Trade Facilitation Agreement, ongoing WTO discussions on e-commerce and digital trade, AI-related provisions in recent free trade agreements, and emerging regulatory frameworks including the EU AI Act and the GDPR. The analysis evaluates their implications for customs modernization, cross-border data governance, regulatory interoperability, technology transfer, and digital capacity-building.

Findings: The study finds that AI has significant potential to improve customs efficiency, regulatory compliance, and supply chain resilience. However, these benefits are unevenly distributed due to disparities in digital infrastructure, technological capabilities, institutional capacity, and access to AI technologies. The analysis further demonstrates that emerging AI governance frameworks, particularly stringent data protection and algorithmic compliance requirements adopted by advanced economies, may operate as de facto technical or non-tariff barriers, increasing compliance burdens for exporters from developing countries. In addition, fragmented approaches to cross border data governance, cybersecurity, and algorithmic transparency create regulatory uncertainty that may impede the seamless operation of AI enabled trade systems.

The paper argues that without a coherent, inclusive, and multilateral framework governing AI in international trade, regulatory fragmentation is likely to widen existing digital divides and reinforce technological dependence. It therefore advocates the development of balanced international rules that promote interoperability, responsible AI governance, technology transfer, digital capacity-building, and equitable participation of developing countries in the evolving digital trading system.

Reverse logistics for e-waste management: A new role for makerspaces

Sheeba Pathak

University of Surrey, UK

Hajar Fatorachian

Leeds Beckett University, UK

Keywords

Circular economy; CReW; E-waste; Makerspaces; PURE framework; Reverse logistics

Abstract

Purpose: This paper condenses the paper's argument that e-waste reverse logistics requires a formal, scalable and economically viable network design. Design/methodology: A structured literature-based synthesis is used to develop two linked contributions: the Present–Unique–Repeatable–Environmentally-friendly (PURE) framework and the Centre for Refurbishment and Recycling of Electrical and Electronic Waste (CReW) concept. Findings: The review indicates that existing approaches emphasise recycling, policy, legal compliance and optimisation methods, but give limited attention to the operational role of makerspaces in collection, inspection, repair, disassembly and value recovery. The proposed CReW concept positions makerspaces as distributed hubs connected to central refurbishment, recycling and material recovery centres. Material passports, Industry 4.0/5.0 tools and operations research methods can improve traceability, customer participation, routing, facility location and decision-making. Practical implications: The proposed structure offers businesses, policymakers and circular economy actors a route to organise e-waste flows while balancing profitability, environmental performance and lean operations. Conclusion: A combined PURE–CReW approach provides a strategic and operational basis for formalising e-waste reverse logistics and for future quantitative modelling of facility location, routing, collection and recovery decisions.

The Business & Management Review

Information for author

Copyright Policies for Open Access conference proceedings

Centre for Business & Economic Research (CBER) is fully committed to transparency in regard to the issue of copyright and copyright ownership. Authors who submit papers to the **Business & Management Review** retain ownership of their original material. Although as part of the open access process authors permit other individuals, organisations, and institutions to access the said material. Whilst other parties may well access materials if they quote from them, they are expected to fully credit the author/authors. It is important to remember that the rights of authors are granted and apply only to articles for which you are named as the author or co-author. The author's rights include the following:

- The right to make copies of the article for your own personal use (including in the course of academic teaching and other scholarly endeavours)
- The right to reproduce and distribute copies of the article (including in electronic form) for personal use
- The right to present the article at conferences and meeting and distribute copies at such gatherings
- You have patent and trademark rights to any process or procedure described in the article that was formulated by the author/authors
- The right to include the article in full or in part in a thesis or dissertation provided that this is not published commercially
- The right to prepare other derivative works, to extend the article into book-length form, or to otherwise reuse portions or excerpts in other works, with full acknowledgement of its original publication in the journal

Copyright Notice

Authors who submit papers that are submitted and accepted for publication in the **proceedings** agree to the following:

- Authors retain copyright and grant the journal right of first publication with the work simultaneously licensed under a Creative Commons Attribution License version "CC BY 3.0" (this allows others to share the work with an acknowledgement of the work's authorship and the place of first publication)
- Authors are perfectly entitled to enter into separate contract arrangements for on-exclusive distribution of the journal's published version of the work providing there is an acknowledgement of its initial place of publication
- Once submitted and accepted papers can post-print provided, they are in the same format as it appeared in the proceedings, however, pre-prints are not permitted.
- Authors may use data contained in the article in other works that they create
- Authors may reproduce the article, in whole or in part, in any printed book (including a thesis) of which the author, provided the original article is properly and fully attributed
- Authors and any scholarly institution where they are employed may reproduce the article, in whole or in part, for the purpose of teaching students

Open Access rights and Permissions for our Open Access

Articles can be distributed under the terms of the Creative Commons Attribution (CC-BY) license. Authors retain full ownership of the copyright for their article, but undertake to allow anyone to download, reuse, reprint and distribute the article. Authors are permitted to post the final, published PDF of their article on a website, institutional repository, or other free public server, immediately upon publication, provided, a link is included between the web page containing the article and the journal's website.

CALL FOR PAPERS

Journal of Business & Retail Management Research
ISSN (Print) 1751-8202 ISSN (Online) 2056-6271

The JBRMR, a scholarly and refereed journal, provides an authoritative source of information for scholars, academicians, and professionals in the fields of business and retail management and is published four times a year. The journal promotes the advancement, understanding, and practice of business & retail management. It is peer reviewed and is the main research platform of the Centre for Business & Economic Research (CBER). Scholars across borders are encouraged in advancing the frontiers of management education, particularly in the area of retail trade. Contributions should therefore be of interest to scholars, practitioners, and researchers in management in both developed and developing countries targeting a worldwide readership through both print and electronic medium.

Although broad in coverage, the following areas are indicative and nurture the interests of the Academy with a “retail” underpinning:

- International retailing and diversification
- Retail buying; Retail management and strategies
- Online retailing; The future of retailing
- Multi-channel retailing; Demographics & Retail Business
- Consumer behaviour
- Innovation in retailing; Mall Management
- Customer Relationships Marketing (CRM)
- Business Policies, Strategies, and Performance
- Marketing and Business ethics
- Distribution strategies
- Service marketing; Brand Management
- Contemporary Marketing Thoughts
- International Business issues
- B2B and B2C marketing
- Social Media Marketing; Supply chain management
- Business security and privacy issues

Preference will be given to papers which are conceptually and analytically strong and have empirical relevance. All papers will be reviewed according to the Journal’s criterion. The Journal’s website is www.jbrmr.com. For further information, please write to Editor via info@cberuk.com

CALL FOR PAPERS

INTERNATIONAL JOURNAL OF BUSINESS & ECONOMIC DEVELOPMENT (Online) ISSN 2051-8498

The International Journal of Business and Economic Development (IJBED) publishes original research papers relating to all aspects of contemporary economic ideas. The emphasis is on quantitative or analytical work, which is novel and relevant. The interaction between empirical work and economic policy is an important feature of the journal. Contributions should offer constructive ideas and analysis and highlight the lessons to be learned from the experiences of different nations, societies, and economies. The journal plans to provide a valuable appraisal of economic policies worldwide. Therefore, the analysis should be challenging and at the forefront of current thinking, however articles are to be presented in non-technical language to make them readily accessible to readers outside of the related disciplines.

Authors are invited to submit their original research papers within the broad scope of the journal. Although broad in coverage, the following areas are indicative and nurture the interests of the Centre with an “economic development” underpinning:

1. Economic development
2. Behavioural Economics
3. FDI, Free trade – theory and practice
4. Economic History
5. Globalisation, liberalisation, and development
6. Financial Institutions & Markets
7. Fiscal policy
8. Financial services
9. Industrial Organisations
10. International economics & trade
11. International finance
12. Macroeconomic parameters and growth
13. Microeconomics
14. Microfinance and development
15. Monetary policy
16. Public policy economics
17. Regional economics
18. Inclusive growth
19. Institutions, and economic development

Preference will be given to papers which are conceptually and analytically strong and have empirical relevance. All papers will be reviewed according to the Journal’s criterion. The Journal’s website is www.ijbed.org. For further information, please write to Editor via info@cberuk.com

CALL FOR PAPERS

International Journal of Higher Education Management (IJHEM) (Online) ISSN 2054-9857

Aims and Objectives

IJHEM is a peer reviewed journal and is a research publication platform for international scholars. Their research can be in any aspect of teaching & learning covering the interests of developed and emerging countries alike. The Journal seeks to reach a worldwide readership through print and electronic media. The main aims of the Journal are:

- Publish high quality and scholarly empirical based research papers, case studies, reviews in all aspects of teaching & learning, education management and leadership with theoretical underpinnings.
- Offer academics, practitioners, and researchers the possibility of having in depth knowledge and understanding of the nature of teaching and learning practices and.
- Create a forum for the advancement of education management research for the High Education sector.

Subject coverage

- Educational policy and Policy impact on education
- Management of education and Relations between lecturers and students
- Psychology of education, Psychology of student and teacher/lecturer
- Quality of education and Improvement method
- Global education and Its challenges and opportunities
- E-teaching/E-learning, educational software, and multimedia for education
- Teacher education
- Distance education and Education quality
- Methodology of educational research, Adult, and continuing education
- Special education, Gender, diversity and difference, Vocational education
- Assessment processes and mechanisms
- Language Education, Listening and acoustics in education environment
- Education History
- Innovative teaching and Learning methodologies; multi-virtual environment
- Application of educational technology
- Education reforms and Practical teaching reforms

Frequency: Twice a year: February & August

Review process: Blind peer review

Indexing with ProQuest, ROAD, Open J-Gate

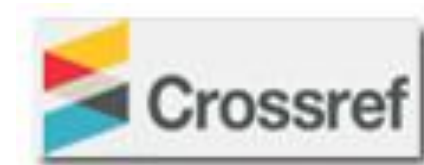
Preference will be given to papers which are conceptually and analytically strong and have empirical relevance. All papers will be reviewed according to the Journal's criterion. The Journal's website is www.ijhem.com. For further information, please write to Editor at info@cberuk.com

The Business & Management Review

The Business & Management Review is approved for listing in
ProQuest and J-Gate of Refereed Publications



PORTICO



The Business & Management Review reserves the rights to add, amend, modify, or delete its rules, policies, and procedures affecting its relationship with contributors as deemed necessary by the administration. Any such amendment, modification, addition, or deletion shall not be Reconsidered a violation of the relationship between CBER and contributors.

THE BUSINESS & MANAGEMENT REVIEW

Volume 17 Number 3 August 2026

Centre for Business & Economic Research (CBER)

82 Longley Road, Harrow, Middlesex HA1 4TQ

Email: info@cberuk.com; editor@cberuk.com

Web: www.cberuk.com www.cberuk.org